

INTERNET TECHNOLOGIES DEVELOPMENT IN DIGITAL MARKETING

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The abstract discloses the particularities of Internet technologies development and its influence on formation of marketing policy on modern market. It studies the concept and essence of marketing Internet technologies, defines its main instruments as well as particularities of its application. Today's Internet technological progress is not only one of the main factors in ensuring the effective functioning of the marketing services market, but also the most important condition for the process of its sustainable development. Therefore, information marketing technologies that, due to their unique properties, contribute to the dynamic development of all sectors of the market should be given priority attention in studies of modern marketing features.

At present time, Internet marketing technologies use influences greatly on formation of marketing policy on modern market due to following reasons: a significant part of Internet users are those who are most likely to be able to perceive information about new products, and may subsequently affect other consumers; Internet marketing technologies are suitable to be used to promote information-rich goods, services (travel services, financial services, etc.) and such goods as home appliances, cars, etc. One of the most significant particularities of Internet marketing technologies is that it provides an opportunity to quickly determine the level of their efficiency, which allows objectively assessing the feasibility of using other marketing technologies [1].

Significant contribution of Internet technologies on modern market marketing policy can be described by raise of its number, which, in terms, happens due to increased demand for their use (fig. 1).

Base on all mentioned above, following conclusions can be made [2]:

1 Because of features and suitability of Internet users for new products marketing, Internet marketing technologies have significant influence on formation of marketing policy on modern market.

2. Internet marketing technologies main particularities are connected mainly with its ability to provide quickdetermination oftheir efficiency level, which, in terms, allows objective assessment of the other marketing technologies feasibility.

3. Concept and essence of marketing Internet technologies can be defined as new type of marketing, which involves some innovative Internet tools for identification and meeting the needs of consumers.

4. Main groups of marketing Internet technologies are: research technologies; communication technologies; products technologies. Main instruments of marketing Internet technologies are Internet advertising and content marketing.

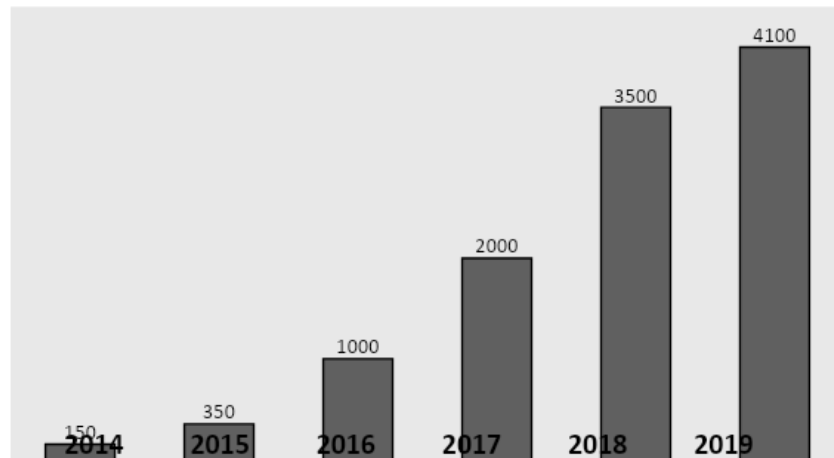


Fig. 1. The raise of marketing Internet technologies number in recent years

More than 30 million companies use LinkedIn for business. Not just because it's the preeminent social network for recruiting and hiring top talent. With more than 690 million members, more and more brands are using LinkedIn marketing to network, connect, and sell [3].

There are LinkedIn marketing tools available for every business size and type, from small to large and B2B to B2C. This guide will show you how to use LinkedIn for business, equip you with the best tools, and help you get the most out of your LinkedIn marketing strategy.(fig. 2).

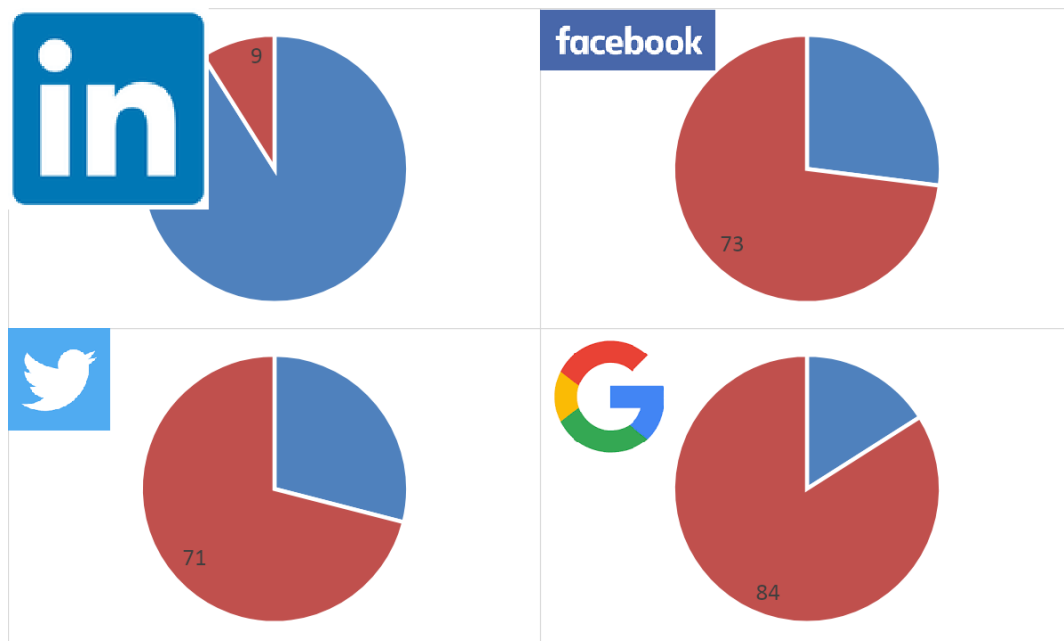


Fig. 2. Content Revolutionaries' sources for professional content

Internet marketing is the medium that can help a lot of independent business people to expand their business and reap great profits.

References:

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3. Allen R. *Essential Digital Marketing tools*. Infographic. [Electronic source]. – Access mode: <https://www.smartinsights.com/digital-marketing-platforms/essential-digital-marketing-tools-infographic/>.