

ADVERTISING ON THE INTERNET: FEATURES, ADVANTAGES AND DISADVANTAGES

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Online advertising is a set of certain tools that are used to increase sales and promote a brand online. Currently, there are a large number of different types of online advertising: social media advertising, e-mail marketing, content marketing, PPC, display advertising (banner and retargeting), mobile advertising.

The main requirements for online advertising are that it should be focused on marketing goals, encourage consumers to make a purchase, and have the best return on investment.

Usually, the development of an online advertising strategy for each brand will be unique, but there are certain common elements: determining the platforms to be used for advertising; determining the budget for each segment of the target audience; determining the key performance indicators to measure the results.

There are the following advantages of online advertising:

1. Wide coverage. People from different countries search for information on the Internet. Most often, they use Google, DuckDuckGo, and Yahoo search engines. Advertising on the Internet can be seen by several million customers if it is properly configured.

2. Clear statistics. Perhaps this is the main advantage, because companies can track how their ads are performing in real time using website analytics and immediately make the necessary changes. In offline marketing, such changes cannot be made immediately, and it is also impossible to monitor performance indicators in real time.

3. Online advertising makes it possible to present products to a large number of potential buyers. If a company clearly knows its target audience, it has a chance to use the advertising budget wisely and promote products directly to those people who may be interested in them.

Despite the advantages of such advertising, there are certain disadvantages:

1. High competition for consumer attention online. Today, there are almost no companies that do not use this type of advertising, so social media feeds are flickering with the number and variety of different ads.

2. The need to turn to specialists. There are many nuances in creating online advertising, so companies often turn to third-party specialists who provide services for creating, promoting and maintaining online advertising.

The features of online advertising include cost-effectiveness, diversity, individuality, and uninterrupted operation. Also, online advertising is an excellent channel not only for selling goods and services, but also the main source of spreading information about the brand.