

***International Economy***

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**REALIZATION
OF THE INTERNET-COMMUNICATIONS
AND INTERNET-MEANS STRATEGIES****Abstract**

The theory and practice of using of certain Internet-communications in the enterprise's marketing activity, which enables to define and systematize the key peculiarities, advantages and disadvantages of the certain Internet-communications means in the process of communicative strategies implementation in the area of Internet is analyzed. The wide application of Internet-technologies becomes one of the most important tasks in the tourism industry.

Key words:

Marketing, Internet-communications, internet-technologies, communication strategies, banner advertising, contextual advertising, advertising in mailing, context advancement.

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Problem definition. The wide application of Internet-technologies is one of the most important tasks of tourism industry. The creation of powerful computer systems for reservation of accommodation and transport means, excursion, culture and health service, information about availability and accessibility of one or the other tours, routes, tourist potential of countries and regions – this is a set of questions, which becomes very important in order to organize the current and future activity of tourist enterprises. Thus, we should improve the usage of certain Internet-communications in the marketing activity, define and systemize the key peculiarities, advantages and disadvantages of the certain internet-communications means in the process of communication strategies implementation in the area of Internet.

Analysis of the latest publications. Nowadays, a lot of scientists look into the question of development and usage of certain Internet-communications in the enterprise's marketing activity, in particular, such scientists as V. V. Samoilenko [1], V. S. Habarov [3], V. A. Aleksunin [4], O. A. Dobrianskyi [5], V. M. Zaplatynskyi [7], T. V. Deinekin [8].

The investigation aims to analyze the theory and practice of usage of the certain Internet-communications in the enterprise's marketing activity, which enables to define and systematize the key peculiarities, advantages and disadvantages of the certain Internet-communications means in the process of communicative strategies implementation in the area of Internet.

The main results of investigation. An important step in the process of implementation of Internet-communications strategy is the channel selection of information distribution in the Internet. While building the strategy of marketing communications in the Internet we should pay a special attention to the choice of the optimal combination of communication carriers. It is necessary to underline that Internet-communications development assumes the individual approach to each company depending on the marketing policy, goals, position in the area and other parameters. Also, besides external Internet-communications (on other websites) the company should consider the possibilities of own website as a communication channel, at that, a special attention should be paid to the cross-marketing, so called cross references on other information, which is logically connected with the previous one.

The optimal using of active and passive marketing communications enables to increase the effectiveness of marketing communications in the internet. At that, it is necessary to mark that costs on active marketing communications are higher than on passive ones, as a consequence, active marketing communications of the company should be used only if needed, whereas passive communications - permanently. The number of visitors, attracted by means of passive marketing communications in the long-time period exceeds the number of visitors, attracted by means of active marketing communications, that condi-

tioned by such factors as permanent growth of network audience, much more duration in the lifetime of passive marketing communications. As scientist admits, one of the most effective means is electronic Pr-communications. He points out that the advantage of the Internet among the traditional means of mass media while holding the PR-events is the possibility of refreshment in a real-time and relatively smaller cost of PR-publications in the e-Media in comparison with traditional mass media. Also, the Internet enables to focus communications on the certain audience, in its turn, the separation of targeted audience enables to hold communications effectively. The result of PR-activity in the Internet is effective information positioning, construction of connections on mass media and topical resources, stimulating the activity of the website regular visitors [1].

The analysis of theory and practice of using of certain Internet-communications in the marketing activity enables to define and systematize the key peculiarities, advantages and disadvantages of the certain Internet-communications means in the process of communication strategies realization in the Internet (table 1).

Considering the methods of application of Internet-communications we should look at possibilities and disadvantages of application of the certain instruments of Internet-communications in the communicative strategies of enterprise. Such instruments are banner advertising, contextual advertising, and advertising in mailing, context advancement, forums, webcasts, message boards and Web-communities.

1. Banner advertising. Banner advertising is the most popular and effective method of popularity accumulation of enterprise Web-server. Besides it, banners are powerful instrument of branding - corporate image advertising. An important issue while exercising the banner advertising is problem solution, which decides on what server the company should place its banner. In conditions of company's work at the competitive markets, in order to choose the optimal server, it is important to segment its consumers distinctly and concentrate marketing efforts on a certain segment. Having done the market segmentation and defined the most usable segment, the company should carefully investigate the given market segment and furthermore find out the main interests and problems of its clients. Based on the results of the conducted investigations, a company will be able to define the most usable themed server, which will provide the maximum comprehension of the targeted audience and enable to reach the maximum efficiency of advertising budgets using. One more important advantage of banner using is that every banner demonstration provides benefits for advertiser as an excellent instrument of branding [2].

Table 1.

Advantages and disadvantages of certain Internet-advertising means

(prepared by the author)

Means	Typical advertiser	Audience	Advantages	Disadvantages
www - resource	Anyone	Predominantly targeted	A wide volume of information available	Complication of competent construction, costliness while filling of an order
Banner	Big, small and medium companies	Mainstream audience	Effective method of potential customers attracting as well as corporate image advertising	Complexity of independent banner, negative users' attitude towards the web pages with a great number of banners
networks of banner exchange	Big and medium companies	Mainstream and targeted audience	Comprehension of the wide range of potential customers	Dearness, negative users' attitude towards the web pages with a great number of banners
Groups of news	Predominantly small firms and private persons	Special purpose audience	Cheapness, availability of users, interested in information, usability	Small-size targeted audience
E-mail	Predominantly small firms and private persons	Mainstream and targeted audience	Cheapness, usability	Negative users' attitude because of spam, distrust to such kind of advertising

2. Contextual advertising. Contextual advertising, incorporated into the search engines can be called one of the most effective and progressive methods of non-searching advancement. This is advertisements, which are shown together with the recalls. Contextual advertising can be considered as an alternative to the search advancement, however, more often than not, it turns out that the price of one visitor in case of contextual advertising is higher. The disadvantage of contextual advertising is the tendency to «budgets war»: if users always want to see the advertisements, it is necessary to compete with competitors, offering higher cost per click in the search engine [3].

3. Advertising in mailing. The biggest services of information emails are Subscribe.Ru and Content.Mail.Ru. They offer flexible in price and targeting advertising positional options in the messages, which are sent to the multimillion audiences.

4. Context advancement. The given method aims at usage of the information material, which is interested for targeted audience (as a rule the material is textual, because graphical and medial decisions are used to refer to viral methods) in publicity purposes. There are a lot of specific mechanisms of realization. The most effective and popular are:

- Press-release spread;
- Publication of unique and interesting articles with hidden or evidence advertising of themed portals;
- Issue of own newsletter («Internet-newspapers») on services Subscribe.Ru and Content.Mail.Ru;
- Creation and support of own content-projects, which are able not only to advertise their own things but provide money (in case if they were created and designed right in accordance with the competent business-plan) [4].

5. Forums, Internet-conferences, message board and Web-communities. On-line customers not only purchase goods but also form ideas and spread information about the product. They take part in the Internet-groups, share interests, thoughts concerning goods and services. To use the advantages of this tendency, the companies can participate or offer a financial support while holding electronic forums, Internet-conferences as well as other forms of on-line communication. Forums – are the discussion groups, which are placed on commercial on-line services servers. They can work as a library and chat-room in the in real-time mode as well as classified advertisement catalogue. Internet-conferences are Internet-versions of forums; however participation in the forums is limited by sending and getting messages on a particular subject. Thousands of conferences are held on the various subjects in the Internet: healthy nutrition, handling of plants, exchange of ideas etc. Electronic message boards – are specialized network services, working on particular subject or group. There are more than 60 thousands of such boards in the USA. Companies, taking part in the work of conferences and electronic boards should avoid their commercialization [4].

Characterizing the certain means of marketing communications we can define the most appropriate combinations of Internet-means application depending on marketing enterprise goals (table 2).

The final stage of the implementation of Internet-communications strategy is the evaluation of efficiency. Communications efficiency has two meanings: economic efficiency and communicative efficiency.

Table 2.

The Internet-advertising means depending on the desired goals and tasks
(prepared by the author)

Goals and tasks	Basic means of Internet-advertising
Creation of favorable image	www-resource, banners
Provision of information availability	Groups of news, e-mail, www-resource
Introduction of a new product into the market	Groups of news, e-mail, banners, www-resource
New account development	e-mail, banners
Sale increase	www-resource, banners

1. Economic efficiency is the economic result of communicative channel application or realization of complex communicative program. It is defined by means of interrelation between gross income, taken from the additional goods turnover, which is a result of communication and expenditures, connected with it. The general condition of economic result says that gross income should be equal to the amount of expenses or exceed it.

2. Communicative efficiency is a level of influence of communication on a person (attracting attention of customers, memorability, influence on buying motivation etc) [5].

The efficiency evaluation of the Internet-communications can be held at different levels:

- Evaluation of efficiency of communicative policy in the Internet;
- Evaluation of efficiency of certain communicative companies in the Internet;
- Evaluation of efficiency of the certain Internet forums, participated in the Internet-communications;
- Evaluation of efficiency of certain Internet-communications elements: communication carriers, information conceptions, locations etc [6].

The evaluation of the efficiency of communicative policy in the Internet helps to define the correctness of the chosen Internet-communications strategy as well as expediency of expenses, connected with Internet-events, where the costs on the Internet-communications are compared with the overall results.

The evaluation of the efficiency of certain campaigns defines the expediency of investments into the given campaign. To conclude the given above, the results of the campaign are compared with the results of the earlier conducted campaigns. The main difficulties at that level are the availability of time difference between the tome of campaign conducting and corresponding reaction of

customers; therefore, a complete picture about the results of data accumulation is built within the definite time after the communicative campaign was finished.

The evaluation of the efficiency of the certain communication carriers gives an idea about the efficiency of different forms of information delivery in the Internet. For example, lots of scientists of Internet-communications admit that the bigger the volume of advertising carrier, the more it is noticeable for customers and as a consequence, more effective [6].

The Russian scholar in the field of modern Internet-communications T. V. Deinekin marks that the complex approach to the evaluation of the Internet-communications strategy is the most effective. This approach considers the full range of communicative and economic efficiency indicators and their interrelations, using the unique program instrument to collect the necessary data (table 3).

Table 3.

Internet-communications effectiveness indicators (www.dis.ru [7])

Groups of indicators	Indicator
1. Communicative efficiency indicators of the Internet-advertising	Number of showings
	Number of unique showings
	Frequency of showings
	Number of clicks
	Number of unique clicks
	Level of advertising observation
	Level of advertising memorizing
	Level of advertising recognition
	Number of unique users
	Number of visits
	Number of new users
	Geographical distribution of users
	Number of pages overview.
	CTR
	Frequency of clicks
2. Economic efficiency indicators of the Internet-advertising	Advertising flotation
	Number of activities
	Number of clients
	Number of orders
	Number of sales
	Volume of sales
	CPM
	CTB
CPI	

Nowadays, information technologies are considered as strategic resource of business activity development and method of tourist enterprise competitive growth. Strategic goal of information technologies using is to assist organization management, respond to market dynamic, create, support and deepen the competitive advantage.

In general, we should mention dualistic nature of information systems in the sphere of tourism, particularly:

- From the one hand, first of all, information resource, which promotes the optimization of information transmission by means of interrelation chain: «producer of tourist services (airline, hotel, restaurant) – wholesale shop assistant of tourist services (tour operator) – retailer of tourist services (travel agent) – final customer of services» – enables to accelerate and optimize the enterprise's business processes;
- From the other hand, this is very perspective and effective channel for the tourist services merchandising. We should say that in future, on-line reservation systems are the main instrument of tourist services sale. The commercial success of tourist enterprise depends on the ability of mentioned systems using.

Conclusions. Information technologies are strategic resource of business activity development at the tourist enterprises and methods of their competitiveness improvement. The aim of information technologies is promoting organization management in the response on the market behavior, support and deepening of the competitive advantage.

A wide application of the Internet-technologies is one of the most important tasks in the tourist industry. Creation of the powerful computer reservation systems of means of accommodation and transport, sightseeing, cultural and health service, information on availability and acceptability of one or another tours, routes, tourist potential of countries and regions is very urgent for the organization of current and future tourist enterprises activity.

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