



INTERNET MARKETING AS A FACTOR IN BUSINESS DEVELOPMENT

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Received	30 th December 2020	The article considers the influence of internet marketing in the developing of enterprises and increase the enterprises competitive and efficacy. Given the advantages and role of internet marketing in communicate with consumers.
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1. INTRODUCTION

The modern stage of development of society and economy is characterized by rapid growth in the importance of the latest information and communication technologies both for individual production-economic entities and for the entire economy. This is primarily due to the transition to postindustrial society and the formation of a new information economy. The base infrastructure of globalisation is the Internet world Information Network. At the stage of marketing Research in the market, the introduction of Internet technologies in the management of innovations in enterprises shows a significant impact on modern firms in the search for ideas for creating innovations.

2. MAIN PART

Among the main changes that have taken place in the management of innovations with the advent of Internet technologies, the following can be included:

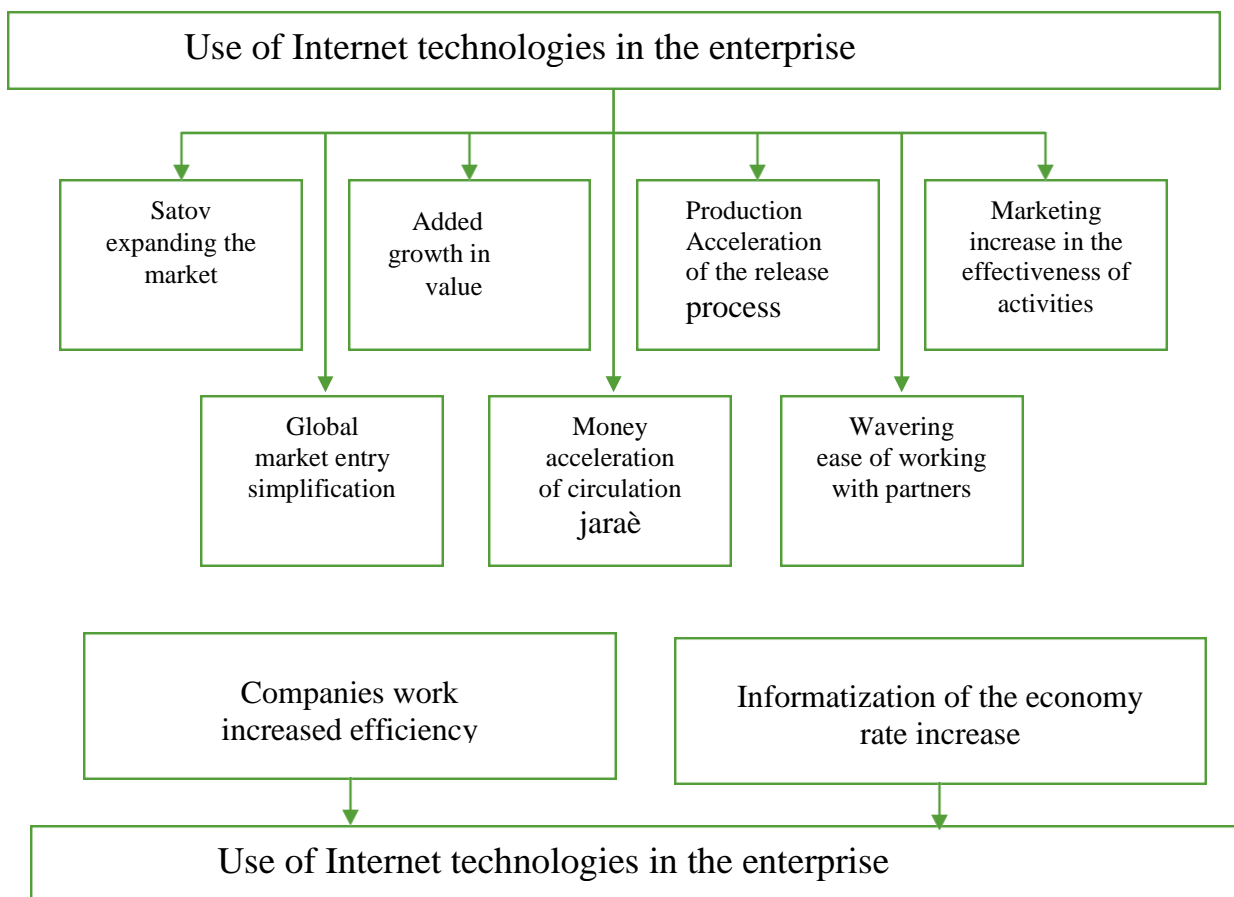
- « often » implemented on the internet from the traditional model « many to many » transition to a multi-faceted communication model, that is, from one-way transmission of company information to consumers, to bilateral interaction of enterprises with consumers in Real time;
- the way to make direct sales is through the exchange of long-term and multi-stage channels of distribution of innovations, and their functions continue to appear new media outlets, which go to support with all-round information in the implementation of the transactions of buying and selling without the right of ownership of any products by intermediaries.;
- from the orientation of the consumer to innovation, the transition to the formation of an individual offer in the field of innovation, as well as the emergence of new mass electronic goods, part of which can be both in digital and physical form;
- the use of flexible pricing strategies, as well as the priority of implementing an individual approach to price formation.

Internet technologies can be of great help to modern firms in the search for ideas for creating innovation.

The first startup playground in the search for ideas through the Internet is consumers. Their needs can be monitored through group discussions, letters that come to the e-addresses of firms, with the help of surveys, chat and forums between clients. Online surveys are the consumers' tastes, wishes, etc. the G. held for the purpose of identification. The most effective way to determine the interests of consumers is to calculate the visits to those or those pages of the site.

The possibility of analyzing the statistics of visits ordered to the server is one of the most effective tools of Internet technologies. Unlike conducting surveys that require an active appetite of respondents, statistical analysis allows visitors to gather valuable information without actively engaging in action. Many Internet companies provide the opportunity to collect statistics on visits to the company's site, this information includes the number of visitors, the number of repeated entries of visitors, the popularity and the time of the visitor's stay on the page, the geographic location of the visitor, the software and browser that he uses, the statistics of visits during the day. Thus,

consumer responses will help the firm to determine which idea option has the power to attract more.



1- picture. The impact of Internet technology on the performance of enterprises and the national economy.

The effectiveness of the implementation of Internet technologies is based on the following factors:

- significant savings of funds;
- Real-time performance;
- interactivity challenge;
- global participation ;
- focus on the target circle;
- The possibility of making sales through the Internet;
- reduction of labor costs;
- multi-issue customer service at the same time;
- simplification of competitive environment analysis

In addition to the above-mentioned advantages of working in the network, it is worth noting that the Internet is a new platform

tiradi shortening the time to enter the market and accelerating the process of companies adapting to market conditions.

The use of Internet technologies leads to a significant increase in the efficiency of the functioning of enterprises, the impact of which is mentioned occurs in several directions at the same time. Factors affecting the performance of enterprises, as well as the impact of Internet technology on the national economy, are reflected in the picture below. In addition, despite the enormous role played by the latest information technology, electronic marketing is only complementing it, without replacing traditional marketing, thus applying a set of marketing activities kengaytiradi, that is, integrated marketing in practice. Therefore, enterprises have the problem of finding the most optimal combination of electronic marketing and traditional marketing.

The Internet provides companies with great opportunities to analyze the performance of competitors, which is due to the characteristics of working in an interactive environment. As soon as the firm transfers its business to the internet, it is obliged to be open to all users, because in order to attract and retain customers and partners, it is necessary to ensure that firms, goods, prices, etc.the G. about it is necessary to provide complete and, most importantly, reliable information, otherwise there will not be an opportunity for comparison in them. This

feature of doing business on the Internet has been successfully used to monitor the performance of competitors. A minimum competitive advantage can lead to a significant increase in market share for the firm. Thus, the firm can anticipate the actions of its competitors by taking advantage of their weak sides and eliminating their advantages.

Conducting a questionnaire survey online has serious advantages compared to carrying out a simple questionnaire survey, which significantly increases the effectiveness of the study.

As for the shortcomings, the Internet survey is considered to be typical of a common problem, like other questionnaire surveys.

When making a decision to start an Internet project, it should be taken into account that the Internet system is not only a simple new tool of innovative marketing, but also a means of expanding the marketing set in the enterprise. Despite the enormous role played by the latest information technology, electronic marketing is only complementing it, not replacing traditional marketing, thus applying a set of marketing activities kengaytiradi, that is, integrated marketing in practice. Therefore, the success of the company's activities should be determined by achieving a reasonable combination of traditional and electronic innovation marketing. The rationality of this adaptation is explained by the following main factors.

1. In order for the Internet project to be successful in reality, it must be created only within the framework of the company's general corporate strategy and represent one of its components. At the moment, many companies do not follow this rule, which leads to the creation of large-scale projects that require significant capital investments without Real necessity, or, conversely, to insufficient financing of Internet projects, in which the bunda firm is limited to opening a small informational web page.
2. The ratio of traditional and Internet marketing should not be universal, it should differ depending on the market share of the company and the rate of its growth in the network. As a rule, the choice of a general corporate strategy is made on the basis of The Matrix of BOST. According to this approach, all firms are divided into four groups according to the above two indicators.
3. Given that the Internet project should be developed in accordance with the general strategy of the company, it is also desirable to use Boston matrix in the formulation of strategies in the field of resources taqsimlash between the two directions of marketing. In addition, the BOST matrix is also used in the formation of innovation strategies, while any Internet project will have exactly the character of innovation.
4. The funds should be assessed by the firm by a number of criteria between traditional and electronic marketing taqsimlash and in making decisions on the implementation and scope of the Internet project, the main of which are as follows:
 - The level of competition in the Real and electronic market and its changing trends;
 - the project is in line with the goals and objectives of the organization as well as its financial capabilities;
 - Real and electronic markets capacity ratio;
 - The cost of Internet project development and implementation;
 - time aspect: the time required until the moment when the company begins to profit from the implementation of electronic marketing;
 - The risk associated with the fact that internet marketing investments do not cover itself;
 - the need to attract additional specialists with a suitable professional level and qualifications;
 - technical and technological association and Association of uni and uni charitable charity.
5. Currently, in the organization of trade in the Internet system, companies are finding buyers both directly and through intermediaries, many firms in bunda are trying to use the usual distribution channels on the Internet. Since the Internet is a market that differs from the Real market and has its own characteristics, it is most effective to work on the internet only with electronic intermediaries specializing in working in an interactive environment. When using traditional distribution channels in the Real market, the Internet should be used to facilitate interaction with intermediaries and as an additional source of information.
6. Another problem that firms should take into consideration when organizing sales through the Internet system comes into being. Today, all kinds of goods and services are offered in foreign Internet shops. However, if there is demand in buyers for all products offered to the network in Western countries, then in our country the demand for software is mainly high .
7. When negotiating, it is necessary to harmonize the use of personal meetings and Internet technologies. In particular, it is desirable to conduct the final negotiations outside the internet, so that the bunda will have a favorable impression on the partners, and the psychological factor will be of great importance. It will also be better to carry out the discussion of important issues of strategic importance in the usual way.
8. When conducting advertising campaigns, there is no doubt that the Internet will have advantages in comparison with other mediacanals, but it will not replace traditional channels. Since the number of users of the Internet system is only a certain percentage of the total number of residents of the country, it is not advisable to limit yourself to Internet advertising or use it as the main Bean. Funds for Internet advertising should be distributed in a traditional and rational manner, depending on the ratio of the Internet market size, the tasks that the company is facing in terms of expanding the markets.

Among the most important factors that determine the effectiveness of innovative marketing in the enterprise, it is necessary to include in addition to the harmonization of electronic and traditional marketing, a separate optimization of these elements of the innovation marketing system. Given that electronic marketing is still considered a novelty for local businesses, the improvement in this direction is the most relevant today.

3.CONCLUSION

The problem of segmentation of the market is of great importance for Internet marketing, since the Internet gives companies the opportunity to maximally accurately articulate its impact on the target circle that makes up the market segment. Under the condition of the correct choice of the method of segmentation, the Internet allows to significantly simplify this process. In addition, in general, costs are not required, or they will be minimal; bunda segmentation can be carried out very quickly, that is, it can also save time.

Thus, the firm can be oriented to the target circle and, depending on its size, can also determine the expected market size, hence the expected sales volume.

An important difference of Internet trading from traditional trading is that there is no possibility of a psychological impact on the buyer by the seller. When making a purchase through the Internet, the user only communicates with the computer and has enough time to carefully study the characteristics of the proposed brand.

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