Internet advertising

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Internet advertising - a new targeted advertising technology. One of the major driving forces behind the rapid development of Internet in the world has been the recognition by advertisers of the new media, how can certainly be considered the Internet as an extremely user-friendly technology to conduct targeted advertising and monitor the effectiveness of advertising campaigns.

A truly revolutionary development in the field of advertising, is proposed on the market by companies such as Twitter, Facebook and Youtube. Central to these developments in all cases was to create unique opportunities for advertisers to place targeted advertising on carefully selected and accurately assess advertising audience.

Due to the fact that the modern Internet technology to automatically collect a database of Internet addresses of users who are interested in a particular topic, and also to place the advertising information on the internet servers, depending on their subject matter, advertisers were able to focus its campaign on an extremely narrow and well-defined group of consumers.

Target audience

Naturally, access to targeted advertising solutions allow advertisers to substantially reduce costs to achieve the set goals before the advertising campaign.

A large number of Internet users makes it possible to promote and sell a variety of goods to a different range of consumers. Therefore, at present, more and more companies make extensive use of the Internet global network for distribution of its products.

The effectiveness of online advertising and research in this area

- • The reasons for the effectiveness of advertising on the Internet are obvious

- At this stage, online advertising - a relatively young sector, but it is very quickly gaining popularity among companies.

- The reasons for the effectiveness of advertising on the Internet are obvious:
- • Quality of the audience - on the Internet twice as much as the national average, people with higher education. 48% of users have high purchasing power and 24% higher than the average (according to audience research Comcon-2 Rambler).
- • Cost - to conduct an advertising campaign on the Internet costs are much lower than in traditional media.
- • Live - clicking on a link or banner, the client can receive an unlimited amount of information, as opposed to the traditional ways of advertising where the advertiser is limited to the time of ether, page format, etc.
- • A variety of effects - you can use text, graphics, animation, sound, video.

- • Coverage - on the Internet, you can simultaneously work with millions of potential customers, thanks to the possibility of placing advertisements on the major portals.

- • Efficiency analysis of the impact of an advertising campaign - the Internet allows advertising campaigns with full control over their swing. No extra time and money you will know the number of people who saw your ads and the number of interested customers. And you get a detailed report for each ad position separately.

- • Mobility campaign - all the statistics you get from the first day of the campaign. Thus, you make a control of the course of the campaign, and you can always quickly implement the replacement of banner or text advertising platform unlike other media.

- • Ease of use - the customer can get information about the prices, assortment and conditions of your work without getting up from the chair!

- A study of the sociological service ROMIR Monitoring «Relationship of Internet users to television, advertising and new technologies" (27.12.2006)
- Brief conclusions of the study:
- • 44% of users in Russia are people aged 25-34, and 34% - young people aged 15-24 years.
- • 42% of the Internet audience in Russia are qualified.
- • Men among Internet users than women: 67% vs. 33%.
- • The most popular kinds of Internet activity is e-mail and searching for information online.
- • Two-thirds of the representatives of the Internet audience said that they became less watching TV since they started using the Internet.
- • About 46% of respondents even believe that online advertising is more useful than television advertising.
- • Members are not annoying presence of the Internet banners. Moreover, they show interest in the design of banners and other technological innovations used in online advertising.

- Today there are more than 500 million kom¬pyuterov bo¬lee and 80% of them are combined in various information and computer networks from small local networks in offices to global networks such as the Internet. World ob¬edineniyu tendency to computers on the network due to a number of important reasons, such as acceleration pe¬redachi in¬formatsionnyh posts, a quick exchange of information between users, receiving and sending messages (faxes, E - Mail letters and other things) without departing from the desktop places to instantly obtain any information from lyu¬boy in the world.
- Internet - a new means of communication, the sending communication model "many-many". In addition, the Internet is a way to represent hypermedia information differs significantly from traditional media interactive nature, high flexibility and scalability.
- Internet - a global virtual electronic market that does not have any territorial or time constraints that allows for interactive goods and significantly alters the ability of firms in product promotion and place distribyutivnyh firms in the process.
- Using the Internet as a marketing system elements can have a significant positive impact on the company's image and consumer awareness about products and services. The company can successfully use Internet resources to create their own image and promote their products.
- As relations with the public Internet can be published press releases or provides current information for shareholders. The Internet can be used effectively in crisis situations, when the company needs urgent response to the market situation, with the advantage of the Internet is the ability to update information in real-time.

- consumer support can be significantly expanded to accommodate additional public information (static and / or dynamic) Internet and / or implementation of additional feedback mechanism.
- Expansion of enterprise infrastructure through the use of the Internet can be expressed as in the use of Internet technology in the internal infrastructure of the enterprise, and goes beyond it.
- There are ample opportunities for branding of sales promotion.
- Using the Internet may conduct their own market research. The basic methods and tools of marketing research:
- 1. The use of search engines, Internet directories, thematic Internet servers; surveys.
- 2. The survey of visitors own site.
- 3. Research Conference.
- 4. Using the survey data, conducted on other servers.
- Along with the listed elements of marketing one of the main features of the system of marketing on the Internet is the ability to pay for goods online, which allows you to organize online stores directly to the Internet and is the basis of development of the Internet as a global interactive electronic market.
- Currently, advertising on the Internet is used by Russian companies for the most part as an element of the complex measures to create a favorable image.

Thanks for attention