Internet advertising: the specifics, tendencies of development and impact on sales

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Summary. The article is aimed at the disclosure and analysis of the role and place of the Internet tools in advertising and promoting of goods and services by marketers and their impact on sales. So, the article determines the essence of advertising on Internet, theoretical, methodological and practical issues of development and functioning of Internet advertising and, in particular, the use of Internet advertising as the means of promoting products and services. The development of online advertising is analyzed in global and national scope and trends are highlighted. Also, the forecast of total worldwide retail Internet sales till 2020 (which is expected to increase twice) is represented. The model of main features, which characterize Internet trade and marketing, is designed by the authors and represented. The main and most innovative Internet advertising instruments are described and characterized. The issues related to the differences between means, types, advantages and disadvantages of the Internet marketing were described. Also the main advantages (benefits) and challenges (difficulties) of Internet tools for advertising and promoting products are described, detailed and ranked by their importance for business. Thus, it was found out that the main risks and difficulties of the Internet tools for advertising and promoting products are: cyber risks, high competition and the choosy behavior. of consumers. Those factors deserve close attention from the marketers..

Key words: advertising, internet advertising, online advertising, digital advertising, promotion, publishers, advertisers, consumers, information technologies, click-through.

INTRODUCTION

Nowadays modern telecommunication and information technologies are more and more actively implemented in all spheres of social life. This is significantly changing ways in which products and services are produced and marketed. That is why the information industry plays a great role in the global and international marketing development and predetermines its prospective growth. Progress in communications technologies has affected the creation of innovative marketing techniques, and Internet-marketing is one of the most dynamic ones.

The number of Internet users has been increasing every year. That emerges new forms of social and economical activities such as virtual enterprises, distant learning etc. Due to this, the internet users have become the crucial segment of consumers that can influence a steady business development.

Internet (online) advertising is likely to be the one of the most important marketing methods regarding the Internet users. The Internet is becoming one of the main means of communication and intercourse between people in business and private life. The intensity of this phenomenon is constantly growing. What is more, the Internet tends to play a significant role as a new channel of international marketing and advertising.

THE ANALYSIS OF RECENT RESEARCHES AND PUBLICATIONS

Issues of advertising and Internet marketing were addressed in the works of such scientists, as I. Boychuk and O. Musyka [1], T. Broadbent [2], R. Hovland and J. Wolburg [8], S. Illiashenko and T. Ivanova [10], V. Mozgova [12], X. Nan and R. Faber [13], J. Richards and C. Curran [18], O. Smolianiuk [19], J. Strauss and R. Frost [20] etc.

J. Richards and C. Curran defines advertising as "a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future" [18]. R. Hovland and J. Wolburg [8] provide an institutional view of advertising, which "explains the inextricable relationship between

advertising and consumer culture", potential influence of advertising on consumers, ethical perspectives and legal restrictions in the field. They believe the advertising can be dualistic: "advertising is inherently controversial, developed hand in hand with a consumer culture". T. Broadbent [2] investigates the popular idea that advertising increases market size by creating desires. He states that very few of investigated advertisers have tried to increase the size of their market or claim to have done so and no evidences were found of creating a desire. He summarizes that banning or restricting advertising may be an ineffective instrument of social policy. X. Nan and R. Faber [13] propose that advertising theory needs to become more focused on elements making advertising a distinct phenomenon. They propose four such elements: skepticism, repetition, message coordination and clutter.

J. Strauss and R. Frost [20] offer traditional marketing view with focus on the Internet and other technologies that have had a profound effect on marketing. O. Smolianiuk [19] analyses the theoretical foundations of marketing communications through the Internet, develops practical aspects of enterprises' marketing activity optimization based on modern interactive methods created by Internet networks. V. Mozgova [12] defines Internet marketing as "the process of using modern information Internet technologies for conducting market research, product development, pricing, bringing to the consumer and implementing new approaches to sales promotion to maximize customer satisfaction through innovation, organization of material and information exchanges". She systematizes Internet marketing tools based their benefits. I. Boychuk and O. Musyka [1] investigate the essence, purpose and functions of Internet marketing. Methods of assessing the efficiency of enterprise's web server and promotional activities in the Internet are highlighted. S. Illiashenko and T. Ivanova [10] analyze and systematize methods and instruments of Internet-marketing and the specifics of their application as well as provide recommendations on their use.

While the issues of advertising and Internet marketing are widely researched, the topic of Internet (online) advertising is worth wider exploration.

OBJECTIVES

Advertising has always been a crucial factor of marketing products, but during the development of society forms and methods of advertising have been changing. Today before starting an advertising campaign, a market research should be conducted, which is necessary for correctly identifying potential customers and therefore choosing the right promotional strategy.

In terms of the world globalization enterprises try to maintain its competitiveness on the market that leads to application of modern marketing tools, particularly – Internet advertising. That is why the objective of determining the features, purposes of the online advertising, its impact on sales and ways to promote businesses through the Internet is becoming more and more relevant.

The aim of the research is to analyze theoretical, methodological and practical issues of development and functioning of Internet advertising in global and national scope and to develop recommendations for marketers as to its effective usage.

THE MAIN RESULTS OF THE RESEARCH

The Internet has become the most powerful tool of advertising nowadays, which makes it much more efficient than traditional marketing tools. The offline advertising means such as newspapers, radio etc. still hold the lump sum of the global market but its growth is not so rapid comparing to Internet advertising (Fig. 1).
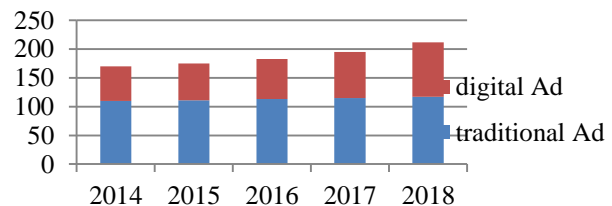

Fig. 1. Growth in digital and traditional advertising (2014-2018), bln. $ [5]

The prospects of digital advertising worldwide spending are stunning, - $194,77 bln. in 2015, $194,6 bln. in 2016, $229,25 bln. – in 2017, $269,85 bln. in 2018, $304,34 bln. in 2019, $335,48 bln. in 2020 [6].

Internet advertising can be defined as any form of communication between a consumer and a publisher, that incorporates advertisements by emails, search engine results pages, banners etc. The main goal of the Internet advertising is increasing sales that can be achieved by attracting more consumers with an access to the Internet. Another reason of using such advertising is to raise brand awareness by putting out information on exclusive features the brand possesses [2].

As any kind of advertising the Internet ads have the following goals:
1) building brand awareness that plays a huge role in marketing. Putting out some exclusive information the brand possesses which can make customers to buy products;

2) increasing sales by presenting products on brand websites. Nowadays it is an extremely easy way for purchasing goods just by clicking on it;

3) creating demand for products and then satisfying it.

The Internet advertising is a technique that generates profits of producers promoting their products. Main types of the online advertising and promotion are the following.

1. Pay Per Click Advertising (PPC). This type of advertising gives information about the number of users who ran through the publisher ads and means the necessity to pays only after clicking on it. Google AdWords is maybe the most widely used system among marketers which is based on this method [13].

There are some strengths and weaknesses of using PPC for both advertiser and publisher (the website owner). The main advantage for the advertisers is that they have to pay for the ads with the clickthroughs. Apparently, the publisher does not need to pay attention to some specific work through the website, his profit rises as the advertisements are clicked. The other advantages of PPC are flexible managing of advertising budgets, high conversion and clear targeting for any region.

Of course, the Pay Per Click Advertising has negative aspects. For instance, due to some reasons the ads may not be relevant to the customers' preferences that definitely lead to losing clicks. Hence, there is no much sense in carrying the ad on the publisher site. Since the cost of the click can be expensive it may not be very effective for the advertiser in the case the consumers will not purchase the presented goods.

2. Social media advertising is the next kind of online advertising that is commonly used. This can be widely seen at such famous social networks as Twitter, Facebook, Instagram, Pininterest etc.

This type of advertising incorporates some special targeting options to make the advertising more effective such as:

1) geotargeting that determines the location of the web sites users and delivers the advertisements in accordance with certain places, cities, regions, organizations, or even cinemas, with the help of which the ads are placed pertinently to a certain place.

2) contextual advertising which considers appearing particular adds on the pages the users surfing at after users` looking for certain Internet pages by the keywords. For example, if a person is viewing a web page concerning sport, he can see sneakers, balls or other goods for sport.

3) behavioral advertising, the pivotal task of which is to collect data about web pages the consumer visits, the time session, the clickthroughs he makes, the keywords he types in a web browser etc. So, when entering further web sites the visitors may face particular ads according to their recent search engine results [1].

3. Mobile advertising is a way of advertising products with the help of mobile devices. This method can be quite effective for the reason of closeness to the consumer through the day that can reduce the ads` delivery time.

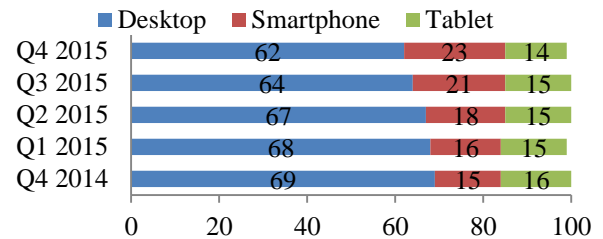Fig. 2 describes the uprising usage of Internet on the mobile devices.

Fig. 2. Global search spend share by device (in quarters of the year)**, %** [5]

4. Display advertising is a form of the Internet advertising which consists of the following techniques:

– banner ads – a graphic image on a website with a catchy and concise information. Banners may include some flash headers or videos in order to attract consumers;

– text ads;

– pop-ups and pop-unders are ads that appear on the top or under the current web-page that a user views;

– text ads;

– videos, flash etc.

5. E-mail advertising is a form of online advertising which involves receiving ads via electronic letters. Nowadays companies are likely to send mail with information on particular upcoming sales, new collections or events [21]. The objectives of e-mail advertising are similar to other already mentioned types of advertising, among which are: 1) encouraging customer loyalty and respectfulness; 2) inducing clients to purchase goods by sending info on alluring sales etc.

6. Landing page is a distinct page on owner's website that is built for one particular conversion objective [25, 26]. The most common landing page is a Google Adwords landing page. This is a landing page that people "land on" after they click on a Google Search Ad. In the light of the Lean theory, landing page could be seen as a unique instrument to advertise products, to increase consumer stream in online sales and decrease waste. By gathering clicks on a simply built landing page it's possible to get information about consumers and their needs towards products.

Generally speaking, there are few types of landing pages [26]:

1. Click-through Page – one of the simplest type of landing pages and main purpose of it is to "warm up" visitors towards a product and inform them about offer while getting them to "click-through";

2. Lead Capture Page is more than just a click-through landing page as its intent is to gather personal data (name, email address, etc.) of visitors by asking them to fill the client forms. It gives a possibility to built client databases;

3. Pitch Page helps to attract customers to a product by advertising the product and its features. Thr product pitch page showcases product and keeps the product in the center of attention;

4. Sales Page is a standalone page used to sell a products or services. So it's a well developed page with high quality of visual presentation, mentioning of sale politics, terms, etc. The purpose of a sales page is to give

the visitors all the information they need in order to make a purchase through the page.

Hence, the Internet advertising is a compound technique with a plenty of advantages that can significantly influence company profitability. Such advertising has been steadily growing in popularity since the late 1990's. Year by year the growth in digital advertising has been averaging nearly 18% and will surely expand in the future. Fig. 3 shows the growth in digital advertising comparing to non-digital ones and Fig.4 – an increase in digital advertising revenue of 20,4% in 2015 comparing to 2014, which equals $10,1 billion.
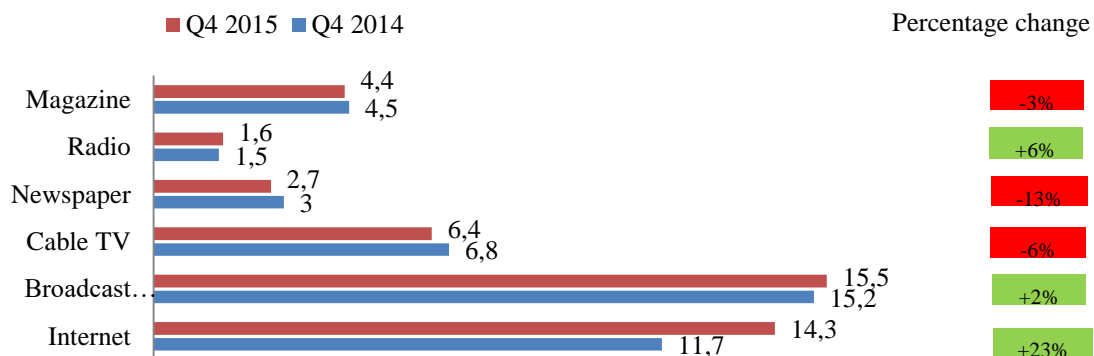

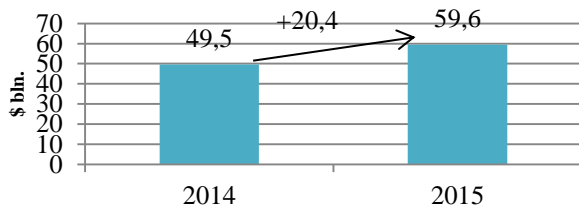**Fig. 3.** Total ad revenue (Q4 2015/ Q4 2014), bln $. [9]

Fig. 4. Digital advertising revenue growth (2015/2014) [9]

Such situation with extremely expanding Internet advertising can be explained by its undoubted qualities:

− Firstly, unlike offline media, online advertising can be highly interactive. From incorporating videos and games to audio messages and sections for query input, there are many methods to keep the consumer keenly and constantly engaged;

− Secondly, in case of online advertising it is possible to collect accurate data of pages visited, quantity of people who watched the ads, the number of times the ad was viewed by the same user, how the user reached the ad or the website, and whether the activity resulted in a sale;

− Thirdly, geo targeting, as it was described previously, is one of the most significant factors in choosing the method of advertising. Geo-targeting helps to narrow the target audience in order to release only relevant information to the users, preventing unnecessary ads as well.

As it can be summarize, crucial benefit of Internet advertising is the immediate publishing of information which is not limited by geographic or time constraints. Thus advertisers can customize advertisements, making consumer targeting more efficient and precise. For example, AdWords, Yahoo! Search Marketing and Google AdSense enable ads to be shown on relevant web pages or related search results. On the other hand, consumers have greater control over the content they see, affecting the timing, placement, and visibility of online advertisements. Within the scope of Internet marketing, online advertising includes display advertising, affiliate marketing, search engine marketing (SEM), and mobile advertising [22].

The Internet is expected to continue playing an increasingly important role in people's lives in the near and distant future. Thus posting advertisements in Internet will be definitely cost-effective and will help to reach the audience all over the world in the short span of time.

Internet marketing does huge impact on trade generally and on Internet trade as well. The global volume of Internet sales and e-commerce in general has multiplicatively grown with Internet advertising growing. Internet advertising helps to cover absolutely different markets by using same instruments and methods. Thereby, a seller can easily reach a consumer in province next to him/her as well as reach a consumer at other continent at the same time by using same advertising instruments. The speed of

internet advertising spreading cannot be overestimated comparing with classical advertising tools. Also the crucial impact of Internet advertising on trade can be evaluated by economic effects, caused by using Internet tools for advertising. Minimization of sale costs is one of the mostly expected results. Such costs include:

– costs for using offline tools – any kinds of printed adv, TV, radio etc.;

– costs for marketing – the newest Internet tools help to gather information about potential consumers and sales passively and cheaper comparing with classical researches;

– costs for product promotion. Such feature of Internet adv as fast information spreading can promote products by itself without any special promoting activities.

It's possible to show and investigate main features of Internet trade and marketing (Fig. 5).
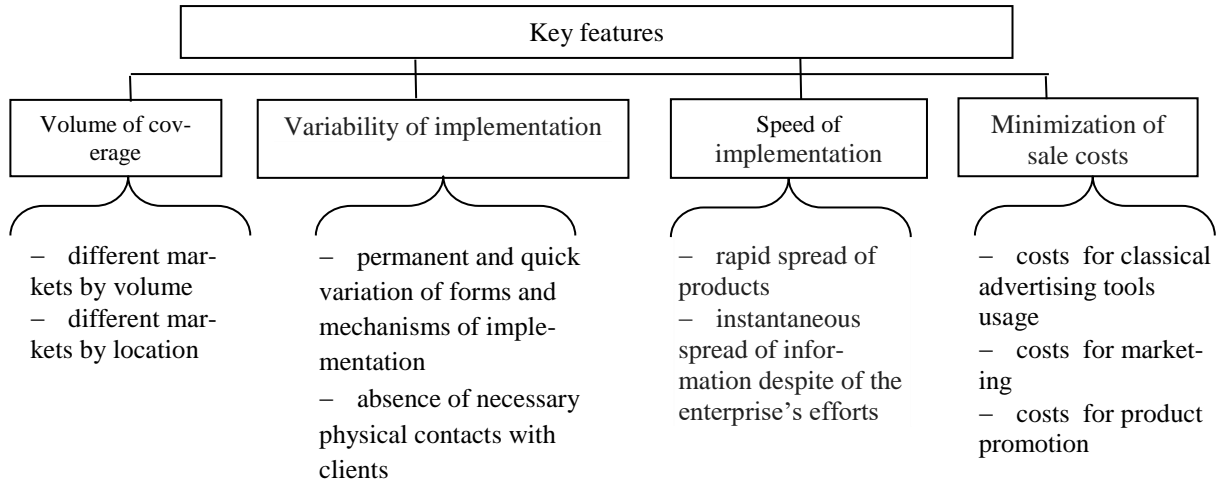
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│ Volume of cov-│ │ Variability of  │ │   Speed of    │ │ Minimization  │
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Volume of coverage
– different markets by volume
– different markets by location

Variability of implementation
– permanent and quick variation of forms and mechanisms of implementation
– absence of necessary physical contacts with clients

Speed of implementation
– rapid spread of products
– instantaneous spread of information despite of the enterprise's efforts

Minimization of sale costs
– costs for classical advertising tools usage
– costs for marketing
– costs for product promotion

Fig. 5. The main features of Internet trade and marketing (designed by the authors)

The most popular sphere for Internet trade is retail in FMCG products. So, obviously the advertising should be more intensive exactly in this sphere.

About the half of total retail sales in e-commerce sphere in 2016 belongs to China – 47% or $900 billion.

Second place in worldwide rating of Internet commerce belongs to USA (22%, $420 billion). The leader of European Internet trade is Great Britain. Analyzing number of active Internet buyers and total buyers in European countries shows the following data (Fig.6) [7].
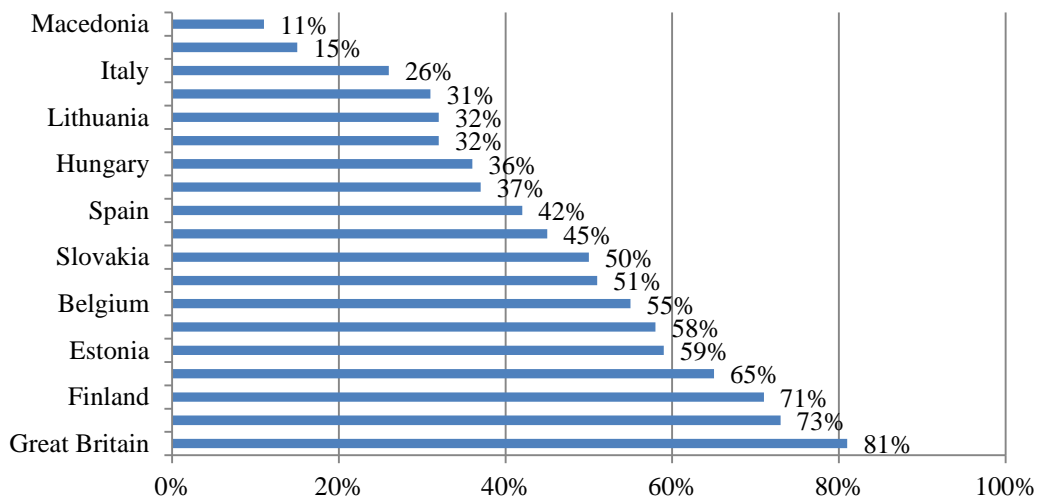
Macedonia 11%
15%
Italy 26%
31%
Lithuania 32%
32%
Hungary 36%
37%
Spain 42%
45%
Slovakia 50%
51%
Belgium 55%
58%
Estonia 59%
Finland 65%
71%
73%
Great Britain 81%

Fig.6. Part of active Internet buyers in European countries [7]

According to the forecasts, till 2020 total Internet sales volume of products or services ordered using the Internet via any device, will increase twice (Fig.7) [7].

No doubt the informational facilities, technologies engross our country, enabling daily life to be easier, wasting less time than before for everyday operations. The statistics shows that globally about 91% of people nowadays are used to shopping online (Fig. 8). What is more, the

share of people who do not use Internet has fallen from 17% to 9% in the span of 2011-2016 years [28].
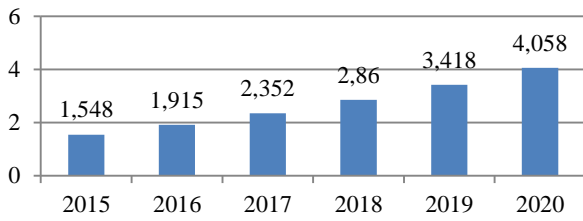

Fig.7. Forecast of total worldwide retail Internet sales, $ trillions [7]

Not only the categories of goods may vary but the age category of buyers may as well vary. The main TV-audience is mainly older people and residents of small towns. On the contrary among the main Internet users are the ones under the age of 45 years who live in big cities.
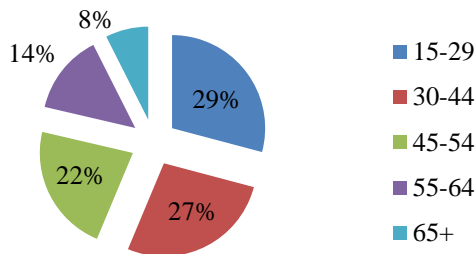

Fig. 9. The share of Internet-users by the age categories, % [28]

Generally the main reasons caused necessity of online presence for companies are [14]:
1) Internet population has extremely grown for last few years. According to the Computer Industry Almanac, 533 mln people have access to the Internet, which represents approximately 8% of the world's population. Some part of consumers combine online and offline shopping, but quite big part of them totally abandoned classical purchases for some groups of goods (mostly clothes, home electronic devices and books [7]).

2) Demand for products and services from other regions has grown, – regions throughout the world are realizing the enormous information resource the Web is and are interested in content, and products and services that their own regions do not provide.

3) Online Payment – barriers which blocked E-commerce growth throughout the world were different currencies and transaction fees. However, use of the BitCoin has partly solved this task. International payment system has also activated online trade. Use of mobile payment applications has made online payments easy and mass available. Among such applications the most popular in Europe is the PayPall system, and in Northern America – quite new ApplePay, which was launched at the end of 2015.

Also, from the other hand, adopting Euro in new European countries makes Internet trade quite suitable for big business. By enabling better price comparisons, increasing competition and improving deals for online buyers, the Euro is making it easier to conduct business in the European online market and providing better entry by non-European companies.

Generally, the usage of Internet tools for advertising, promoting and sales has both some benefits and difficulties. The main benefits are completely related with Internet advantages generally: fast and wide access. It means producers can easily and fast promote goods and services at any part of the Earth, where Internet access is available. Also, surely, Internet tools provide the advantage in costs of advertising and promotion of products.

From the other hand, there are huge risks, related with online instruments. Firstly, there are security questions. Online privacy infringements, corporate hacks, cyber attacks all over the world arise the problem of cyber security on the top of the wave of modern economics and politics. That's why cyber protection during Internet marketing and trade requires attention and particular actions [4, 15]. Providing any online activities in trade sphere needed to be combined with cyber security solutions both on state, local and business levels.
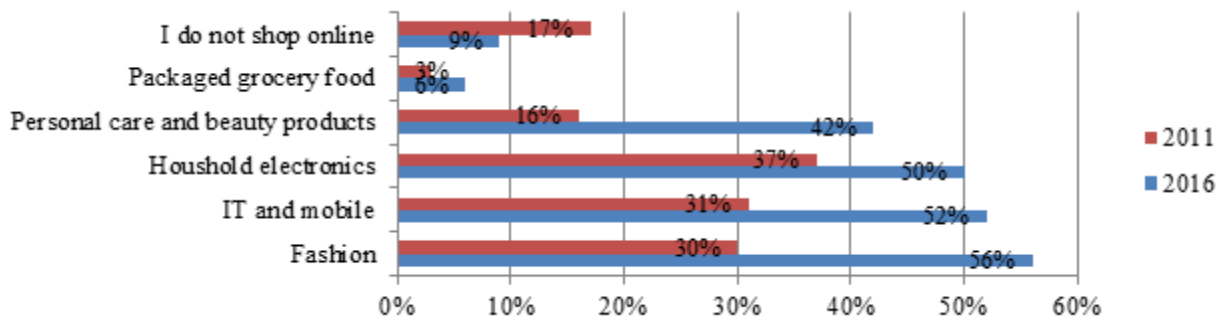

Fig. 8. Categories of goods people tend to buy (2016/2011), % [28]

According to the new report published by the research firm MarketsandMarkets [4] the cyber security market is forecasted to grow from $122.5 billion in 2016 to $202.4 billion by 2021. Due to the growing security needs of business and consumption via Internet, the cyber security solutions market is growing instantly. Protection of Internet advertising and Internet promotion, Internet sales and Internet payments should take responsibly top place among Internet trading tasks for business.

That's why we put cyber security challenge on the top in the list of Internet trade difficulties for business.

Also, the other challenge of Internet tools usage is related to high competition which appears in any trade sphere and arises by wide usage of Internet technologies. Generally, online environment is characterized by highly competitive nature. But, the growth of the Internet has increased competition tremendously [14]. That's why it's important to use additional ways of product's promotion. Among the most popular and efficient Internet instruments of promotion are the following [24]:

1) Feedback forms – help to improve goods and services according exactly to real costumer's expectations;
2) Bookmarking;
3) Content – should be useful for visitors and attract them to company's site;
4) Online Chat;
5) Surveys – helps to gather information for improving advertising, promotion events, sales and business plan in general.

The other challenge is the other side of high competition – consumers become too choosy. They understand that using Internet technologies they get easy access to plenty of goods and services. Modern consumer gets access to the huge number of options by using only his/her fingertips. Also the worldwide trend in the consumers' behavior is that they trust advertising less. Random opinion of strangers in Internet can impact a consumer choice more than an excellent advertisement.

So, summarizing information and research results about usage of Internet tools for advertising products and promotion sales it is possible to rank its advantages (benefits) and challenges (difficulties) (Table 1).

Table 1. Ranking of advantages (benefits) and challenges (difficulties) of Internet tools for advertising products and promotion sales usage (designed by the authors)

Ranks	Advantages (benefits)	Challenges (difficulties)
1	Time. Ability to advertise and promote quickly	Cyber risks. The higher risk of cyber infringements and breaches.
2	Coverage. Ability to advertise and promote in any part if the	High competition. Competition in online sphere is usually very high.
	Earth (with Internet access)	
3	Costs. Lower costs comparing with classical advertising and promotion instruments usage.	Consumers become too choosy. Consumer doesn't trust easily advertising.

From the global outlook let's now move to the development of Internet advertising in Ukraine.

The share of Internet users in Ukraine is predicted to rise from 49% of population (19.7 mln people) in 2015 to 60% in 2020 [17]. Half of Ukrainians have access to Internet at their homes (50.9%), including 51.8% - to high speed, 42.6% and 18.5% use wireless Internet and modem connection respectively. 89.0% of Ukrainian aged 15 to 24 read the news on the Internet at least once a week and as much watching them on television. Internet news are preferred by 73.1% Internet users aged 25-34 years and by 47.7% and 12.1% in the age range 35-54 and 55+ respectively [3].

Internet is the second largest outreach news source in the country (after television), with about half Ukrainian (48.3%) read the news online at least once a week. 58% of Ukrainian (21.1 mln. people) use Internet at least once a month. The most visited websites in Ukraine are «Google.com», «Mail.ru», «Vk.com», «Yandex.ua» and «YouTube.com» [23]. 46% of Ukrainian use social networks, and among ages 15-24 years the number of users is 89.9%. One of the most popular social networks in Ukraine are Russian «Vkontakte.ru» and «Odnoklassniki.ru» (about 70% of users). American «Facebook» and «Twitter» are used by 42.9% and 21.6%, respectively [3]. As for the language preferences of Internet content, the majority (93.9%) read the information in Russian, three-quarters (75.3%) – in Ukrainian and only 19.4% - in English [3]. Ukrainian-speaking online media is used daily by 21%, several times a week – by 17%, several times a month – by 5%. One-line media are much more popular in the western and central regions of Ukraine comparing to the southern and eastern regions [16].

Among sources of information Ukrainians have the greatest confidence in friends' recommendations - 81% of respondents. Consumers feedbacks published online and information on the brands sites are trusted by 63% and 59% respectively. Among the traditional media Ukrainians rely to some extent on advertising billboards and magazines (34%), information on TV (32%), newspapers (31%) and radio (30%). The level of confidence in the new forms of advertising is quite similar to traditional media: for example, online video ads are trusted by 29%, and advertising in social networks by 32%. Confidence in banner advertising and promotional emails is low – 20%

and 19% respectively. The least trusted among Ukrainians is advertising on mobile phones – only 15% of respondents. Different communication channels are stimulating purchases to the different extent; – most buyers are motivated by the recommendations of friends (81%), customers' feedbacks (69%) and information on the websites of brands (63%) [27].

Internet trade is one of the most promising retail channel in Ukraine, taking into account the growing need among Ukrainian of saving and non-cash payments. In general, the forecasted increase in sales (before taxation) through the Internet in 2020 comparing to 2015 is 68%, when it will reach 29.5 bln. UAH. Consumers are increasingly using the Internet for analyzing and comparing prices using the price comparison platforms (price.ua, prom.ua etc.) and online stores. In 2015 the most successful Internet retail business in Ukraine was the online store «Rozetka», whose market share rose by 3.5% and accounted for 31% of retail sales [17].

In 2015 the volume of Ukrainian advertising media market (8941 mln. UAH) slightly decreased compared to 2014 (9,065 mln UAH), while in 2016 the growth of at least 12% is predicted as the market volume can achieve 10 bln. UAH. The growth in Internet advertising in 2015 reached 11% compared to 2014 and is projected to continue to grow in 2016 by 17% as the spending can achieve up to 2750 mln UAH. The reasons for such growth are not only high interest of advertisers to the Internet, but the devaluation of the Ukrainian currency. The highest growth in 2016 is expected in the field of digital video, including «YouTube» and the use of electronic auctions. The share of mobile advertising is about 10% of all banner advertising and search and is projected to grow in 2016 [11].

The Internet advertising in Ukraine is developing rapidly and has perspectives to equal its positions with the digital marketing in Europe and around the world.

The results of the analysis allows us to recommend domestic marketers to further activate Internet advertising as the most promising in terms of efficiency marketing tool. Internet marketing automates the process of interaction with customers, providing personalized service at a convenient time to effectively organize feedback, promptly receive marketing information to improve advertising effectiveness [12]. Integrated use of online marketing provides a synergistic effect. Such marketing is particularly relevant during the economic crisis because of the possibility of introducing low-cost ways of promoting, the use of more original ideas to attract customers with unexpected creative solutions, improving communication efficiency [10]. Using the Internet makes it possible to measure interest of consumers using time and financial parameters. The feasibility of reallocation of budgets for Internet communications is caused primarily by the fol-

lowing factors: cost reduction and optimization; reducing the cost of contact with the consumer; social activity of Internet users; effective targeting; transparency and the ability to assess the results of communications etc. However, alongside with the active development of Internet marketing there are also specific problems of such marketing communications. These include: necessity to ensure an appropriate level of consumer confidence to online sources; the need for additional analysis of the consumer behavior, the effectiveness of online marketing tools etc.

As it can be seen, modern marketing faces many enhancements to appeal more users than ever before because of many reasons. Firstly, the world is going to be mobile as the technologies improve. This way the advertising will be more measurable and the opportunities, formats and demonstration will broaden. Secondly, in order to allure users the marketing agencies make their ads more sophisticated, non-standard. It may be technology of 360° in photo or video, showing the panoramic view as in real life, visualized ads, chats or ads in popular messengers as Viber for example. As a result, the number of Ukrainian users is going to increase making the digital marketing the one of the most profitable and fruitful sphere of promotion.

CONCLUSIONS

The Internet has become a major source of information for consumers and what is more, it has exceeded such traditionally widely-used media resources as radio, television, magazines etc. This is no surprising as Internet contains all needed data with its almost instant access. All things considered, it is possible to draw such conclusions of the conducted research:

1) The ability to follow customers through the Internet creates numerous and vast possibilities for marketers in the competitive global market.

2) The main benefits of Internet advertising are: advantages in time, wide geographical coverage and economy of costs.

3) From the other hand, Internet features and abilities have caused new challenges and difficulties, related to their usage: crowing of cyber risk level, high competition in online sphere and choosy behavior of consumers.

4) Internet technologies in marketing can bring marketers real economy and profits. This can be achieved by great benefits and facilities which both the consumers and firms receive.

5) The article outlines recommendations for Ukrainian companies to activate Internet advertising as the most promising marketing tool and a low-cost communications technology.

Generally, the advertising has always been and is predicted to be an important element of marketing, and the Internet is one of its most promising tools. So, future directions of research can cover the recommendations on effective usage of separate Internet advertising instruments and evaluation of their results.

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