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ADVANTAGES AND LIMITATIONS OF INTERNET MARKETING

The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. Internet marketing is sometimes considered to have a broader scope because it refers to digital media such as the Internet, e-mail, and wireless media.

However, Internet marketing also includes management of digital customer data and electronic customer relationship management systems. Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sales.

Effective Internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales goals with its website function and appearance, focusing on its target market through proper choice of advertising type, media, and design.

Internet marketing is relatively inexpensive when compared to the ratio of cost against the reach of the target audience. Companies can reach a wide audience for a small fraction of traditional advertising budgets.

The nature of the medium allows consumers to research and purchase products and services at their own convenience. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly.

Internet marketers also have the advantage of measuring statistics easily and inexpensively. The results of campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, visit a website, and perform a targeted action. Such measurement cannot be achieved through billboard advertising, where an individual will at best be interested, then decide to obtain more information at a later time.

Internet marketing as of 2008 is growing faster than other types of media. Because exposure, response, and overall efficiency of Internet media are easier to track than

traditional off-line media, Internet marketing can offer a greater sense of accountability for advertisers. Internet marketing requires customers to use newer technologies rather than traditional media. Low-speed Internet connection is the main barrier. From the buyer's perspective, the inability of shoppers to touch, smell, taste or "try on" tangible goods before making an online purchase can be limited.