

ADVANTAGES AND DISADVANTAGES OF ADVERTISING AND PROMOTION IN THE INTERNET

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Abstract: To date, advertising plays an important role in the promotion and advancement of any brand, product or service. Advertising influences the image and style of life. Internet is a tool which is used for creation of advertising. It represents an ideal opportunity for the development of communication with consumers in an electronic environment. Online advertising are used by companies worldwide for promotion their products and services. Features, advantages and disadvantages of the Internet - advertising will be covered in this article.

Keywords: Internet advertising, online - media, promotion

Historically one of the main tools of promotion of any brand, product and service is advertising. Advertising influences on image and style of life dictating certain models of behavior in society, showing what is good and what is bad. And the Internet is a tool by which the advertising is created, it is an immense field for advertising, manifestation of creativity and promoting new ideas, products and services. The Internet is an ideal opportunity for communication development with consumers in the electronic environment. Online advertising is used by companies worldwide for promotion their products and services. Features, advantages and disadvantages of the Internet - advertising will be covered in this article.

The Internet is a global computer network covering the whole world. Nowadays, the Internet became a serious advertising resource. Every day the number of users is steadily growing. According to ITAR-TASS there are 2,3 billion Internet users in the world and according to the UN News Centre number of Internet users will reach 2.7 billion people or 39% of the world population at the end of 2013 (Number of Internet users in the world [сайт]. URL <http://www.bykhov.by/?p=67188>). A monthly online - audience in Russia, in 2013, amounted to 66.1 million people over the age of 18 years old, or 57% of the population. Among European countries, Russia ranks the highest number of Internet users, also Russia is a leader in the number of second-level domains in the national Internet - areas (Ministry of Communications: Russia has become a global Internet - industry [сайт]. URL <http://newsland.com/news/detail/id/1167146/>). With this indicator Russia is one out of ten countries with the highest number of network users and ranks sixth position. The leader is China (538 million Internet - users). The second and third places on the list are the United States (245 million people) - and India (137 million people) (Ministry of Communications: Russia has become a global Internet - industry [сайт]. URL <http://newsland.com/news/detail/id/1167146/>).

Internet Advertising is a purposeful communicative activity based on full collaboration in the Internet, in order to enhance of interest and action to the subject of advertising on the one hand, and of the profit or wealth on the other hand (Shahov, 2009). According to D.A. Shahov the main purpose of advertising on the Internet as any other form of marketing communications is to create interest among potential consumers and its activation. It should be noted that initially the user is not interested in receiving advertising information. In this case, an innovative approach to attract attention is considered highly relevant, and the Internet provides a perfect opportunity to implement such approach.

To date, there is a large amount of online - media such as banner advertising, contextual advertising, advertising in social networks, teaser advertisements, direct mail, interactive flash-movies, and so on. Advertising in social networks is most popular. For example, in the social network Facebook there was 1 million active advertisers at the end of July 2013. Social network plans to expand staff advertisers by 16 million small companies that conduct their own pages on Facebook (The Internet in

the world: the major news in 2013 [сайт]. URL [http:// www.bizhit.ru/index/www_word_users/0-174](http://www.bizhit.ru/index/www_word_users/0-174)). Banner advertising is used most commonly. From the point of view of psychology such advertising "catches sight" online visitors which contribute to achieving high rates, such as the creation of positive image, brand promotion and so on. Banner advertising is the cheapest one compared with other types of Internet - advertising. The disadvantage is a high level of irritation to Internet users. On average, according to Yandex, the cost of this type of advertising ranges from 170 rubles over 20,000 hits (Cost of banner advertising [сайт]. URL [http:// advertising.yandex.ru/price/media/mainpage.xml](http://advertising.yandex.ru/price/media/mainpage.xml)).

The most effective form of advertising on the Internet, according to experts, is contextual advertising, which is the announcement of the goods or services on sites with similar themes with ad content. Announcements appear when a consumer puts phrases in the search box that contain contextual advertising. Place for contextual advertising is larger Internet resources, such as Yandex, Google and others. For example, the minimum price of contextual advertising in Yandex per wedge on the ad, but not for the show is 30 kopecks (10 hot issues [сайт]. URL [http:// help.yandex.ua/direct/?id=990397&ncrnd=9044](http://help.yandex.ua/direct/?id=990397&ncrnd=9044)). The disadvantage is the presence of high advertiser competition, and low visual appeal to the target audience.

Another type online advertising is a teaser advertisements or promotional widgets. The teaser advertisement has several varieties such as teaser block and flash – slider. The teaser block - is the configurable ad unit, consisting of images and intriguing text, which usually located at the top of Internet - page. Flash – slider appears in the corner of the page and it is always in the mind of users. The teasers appear in a video during video playback or pause in the player, in plain view of the page. Standard format Flash (FLIP) is a video advertising, inscribed in the site content. Advantage of all formats is that they have a huge coverage of online audience that provides high clickability and conversion due to technical features, such as - animation, sound, video, that also provides excellent performance monetizing traffic as banner and contextual advertising (Advertising formats [сайт]. URL [http:// teasernet.com/formats/](http://teasernet.com/formats/))

Should be noted a rapidly growing movement of bloggers. Blogs are understood as the personal sites, which called public diaries in the Internet, mainly consisting of personal records of the owner's blog and user comments to them. It makes blogs famous. It should be noted that such type of advertisement as direct – mail - advertising by mail. This direct distribution of advertising materials in the basis of e-mail addresses. But as a rule, consumer response to such advertising activities comes very minor (Berkovich et al., 2011).

Advantages of Internet - advertising are obvious:

1. Ignore online advertising market is not possible, because more than 2 billion people in the world have access to the Internet. Using the Internet - advertising allows simultaneously work with millions of potential customers through the placement of advertising materials on major portals.

2. In contrast to man, the Internet is working around the clock. This fact allows us to convey advertising messages every second to thousands of potential customers by offering your products or service.

3. The Internet allows to do direct sales. (Kostinsky, 2011). Expenses for online advertising campaign are much lower than in traditional media. Also, the Internet gives you the opportunity to enter the international market quickly and cheaply, eliminating the need for opening a representative office or a store in each country.

4. Flexibility is another positive property of online - advertising. Online advertising has instantaneous reflection on the changes in pricing policy, qualitative composition of the product or set of services, plans for the entrepreneur that allows you to plan all activities under the specific budget with higher returns.

5. The Internet provides instant feedback from potential customers to the company. Thus, without significant investment the company can estimate the demand for your product, plus or minus, reveal potential competitors and their strengths, and also to evaluate the customers' expectations of product or service.

6. Targeting allows to use special systems of the Internet to make a sample of potential consumers and restricts advertising for the disinterested members, showing on monitors only the information that directly relates to the subject of searching (Kostinsky et al., 2011).

7. Text, graphics, animation, sound, video provide a variety of consumer exposure.

It also should be noted the negative aspects of the Internet as advertisement transmitter:

1. The possibility of blocking ads;
2. Small technical coverage;
3. High prices for access;
4. Widespread shadow modalities for enhancing consumer demand (Denisov, 2010).

Based on the foregoing, it can be definitely concluded that the Internet can significantly reduce the costs associated with advertising and marketing of products, expand channels of communication with potential customers, and respectively increase sales, in the conditions of unobtrusive advertising information. Internet Advertising is the future of the advertising industry. It is constantly evolving without stops, and there are more advanced types, forms of advertising. And every day advertising becomes a more relevant method of forming public opinion on a particular product or service.

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