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FEATURES OF INTERNET PLATFORMS IN THE INTERNET MARKETING SYSTEM

In the process of the development of the Internet, a certain structure of Internet platforms has formed, reflecting the specifics and features of the presentation of marketing information [2]. All Internet platforms can be divided into specific groups, each of which meets certain goals of marketing activities: websites (business card site, corporate, online store), blogs, social networks, information portals, search engines, forums, etc..

A theoretical study of the etymology of the general concept of "Internet marketing" and the "4P" complex, allowed the author to conclude that in the element "distribution" one should consider, first of all, Internet platforms on which the process of interaction of the target audience of visitors takes place with information content (platforms). The global digitalization process assumes this element as the basis of modern business for convenient interaction between the seller and the buyer. Analyzing the terminology of foreign and national authors, presented, we can conclude that the presented definitions are inherently ambiguous with some similarity [1].

It was revealed that the Internet platform is most often referred to as an "activity model", "a group of technologies", less often it is meant that it is a "system of algorithmic mutually beneficial relationships", that is, software platforms for integrating financial services with online stores [3]. These definitions narrow the meaning of the concept of "Internet platform", which is a unique platform for communication, so the author proposes the following definition:

Internet platform is an integral set of logically interconnected web pages with a unique address that may belong to an organization or be a third-party resource where the organization interacts with the target audience of platform visitors in the process of managing Internet marketing.

Currently, any organization involved in the trade of goods or services needs a modern Internet platform, both third-party and proprietary, with a clearly structured, user-friendly interface, of the appropriate technical level for the marketing tasks. Currently, there are many forms and types of Internet platforms that are developed by Internet agencies, freelancers, and there are also many shareware services in the Internet space for creating, for example, your own Internet platform - a site that customers can use. The first criterion for choosing an Internet platform developer is the professional experience of the performer who undertakes to create it. It is possible to determine this experience by the portfolio presented by the potential contractor. The second most important criterion is the declared cost of the site, which should suit the customer. But first of all, the customer needs to choose the type of Internet platform to achieve their business goals, since the characteristics of all Internet platforms differ depending on format, focus of target audience segments, attendance level, form of ownership, controllability of the content of the Internet platform, and so on.

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