

more personalized marketing strategies. This will further drive the development of the live e-commerce industry and create more business opportunities for enterprises.

However, the integration of digital marketing and live e-commerce also faces some challenges. For example, how to ensure the quality and authenticity of live content, how to cope with intense competition, and how to fully tap into the consumption potential of rural areas are all, so the relevance of this issue requires further study.

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## **THE IMPORTANCE OF ONLINE ADVERTISING IN MODERN BUSINESS**

Most representatives of business circles are beginning to rethink their commercial activities and are increasingly inclined to use the opportunities of the Internet, which is a tool for obtaining high profits.

The aim of our research is to explore advantages and disadvantages of online advertising, and evaluate its importance in modern business.

Online advertising is a relatively new format for promoting services, brands and products. Essentially, these are the same enticing pictures and headlines, calls to action, motivating slogans that people are used to seeing on billboards, on TV, and on signs. However, such advertising exists only on the Internet [1].

Almost everyone uses the Internet today, so it is unreasonable for a business to miss out on such an audience. Advertising on the Internet allows entrepreneurs to attract buyers to their website, find new clients, and spread information about a brand or company. It helps develop a business more successfully and efficiently. Moreover, there are a huge number of types of advertising on the Internet, which allow companies to choose the optimal channel taking into account current goals, objectives and budget.

Internet advertising is a powerful and flexible tool for promoting any type of product or service. Almost everything is advertised on the Internet: physical or digital goods, various types of activities, concepts or ideas, events, brands, companies, websites, online stores, trading platforms [2].

In general, advertising on the Internet has many goals and objectives such as introducing a new product or service to the market, creating a brand or company image,

changing the attitude of potential customers towards a product or service, stimulating repeat orders, increasing the frequency and average purchase price.

The most popular and effective types of advertising on the Internet are contextual advertising, targeted advertising, video advertising, native advertising, remarketing and retargeting advertising [1].

The advantages of online advertising include easy interactivity, rapid growth in coverage, quick return, ability to target advertising to a specific group of people, convenient performance evaluation, presence of retargeting [3].

The advantages of advertising on the Internet are impressive, but the sight of the disadvantages shouldn't be lost either. So, the disadvantages are lots of competitors, difficult analytics, risk of losing money, banner blindness.

In our research it was revealed that online advertising annoys most users. However, 76% of respondents consider online advertising to be an effective means to promote their product. The study also showed that 94% of those surveyed think that when entering new markets, online advertising has a better position than traditional advertising. 100% believe that the use of online advertising affects the competitiveness of products.

Based on the results of the research, the following conclusions can be drawn. Online advertising plays an important role in modern business, providing companies with unique opportunities to promote their products and services on the global market. The expansion of the Internet and the growth of online activity among consumers make online advertising one of the most effective marketing tools.

Conducting a successful online advertising campaign allows companies to reach their target audience with high accuracy, optimize advertising costs through targeting, and get instant results and metrics for evaluating the effectiveness of the campaign.

Therefore, we have come to the conclusion that internet advertising is a key tool in modern business, providing companies with the opportunity to effectively promote, attract customers and increase competitiveness in the digital economy. Understanding and taking advantage of all the benefits of online advertising is becoming essential for the successful development of any business in the modern world.

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