

Thus, green economy is a universal and transformative change in the global status quo. This will require a fundamental change in government priorities. This change is not easy to grasp, but it is necessary if people are to ever achieve the sustainable development goals.

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## **INTERNET MARKETING AND ITS BENEFITS**

### **Интернет-маркетинг и его преимущества**

Internet marketing is an online campaign technique that aims to get a product or an attentive service to publicize that product (page) on the web and to effectively promote it for sale. Integrated Internet Marketing takes all possible advertising perks and the promotion of resources on the web to increase website traffic and sales.

The main tools of internet marketing: SEO optimization (advertising on search engines), e-mail internet newsletters; advertising on social media; contextual advertising; advertising banners; more. Effective online marketing consists of collapsible elements. Promotion contains a full arsenal of tools – SEO, contextual, interactive and banner advertising, working with social networking communities and blogs. The selling point is the website itself. A functional resource must already have well-designed, high-quality navigation. Other Targeted Services, Management Management: Advisory Group (Content), Visitor Shareholders in Marketing Processes.

Important, blocking and modern internet marketing workshops are the following ones:

1. Information content. The consumer also acquires the necessary information about the services and in order to be interested in the information about the product, when it only has to be necessary but original (unique).

2. High. Selling with advertising Conventional media and poster advertising are expensive and not: the reach of users is large, profitable, but unproductive. The promotion of goods and services on the internet happens at the point in time that such advertisement is found and participates in the process while you make it specific and safe in the shipping environment.

3. Large. Reach the target group. Buying a product interactively on the web is not news now, there is a website for us, a website where one can access your goods and services.

For progressive and fast-paced internet marketing, it is also an irreplaceable way to advertise and buy goods. Network communication is fast and efficient: a person can be reached in seconds via e-commerce, the delivery methods are quick and easy.

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## **GLOBALIZATION IS A KEY TREND IN THE DEVELOPMENT OF THE WORLD ECONOMY**

### **Глобализация как ключевая тенденция развития мировой экономики**

The objective of this work is to analyze what the main trend of the world economy is.

It is more and more difficult to traditionally call economic ties between countries «international», since today, in most cases, it is not subjects of different national economies that interact with each other, but complex transnational formations. The «transnationalization» of the world economy is one of the processes on the basis of which globalization arose and develops.

The sequence in which these processes are developing is quite obvious: liberalization → internationalization → globalization. Internationalization and globalization are not the same thing. Globalization is a qualitatively new and higher stage of internationalization, covering a much wider sphere of life.

The globalization of the world economy is a qualitatively new stage in the process of internationalization, at which the size of universal elements of economic life for all countries is growing in national economies, and enterprises and consumers are given the opportunity to make economic choices that are not limited geographically and regionally.

In conclusion, it should be noted that the modern world economy is developing at a tremendous pace, and its study is becoming more relevant every day. Rapid development is associated with the improvement of technologies, with the development of integration and globalization processes, with the deepening of internationalization and division of labor, with the rapid and unlimited dissemination of information flows.