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THE MAIN TOOLS OF INTERNET MARKETING

By 2022, professions related to digital are becoming more and more in demand in all sectors of the economy. It is already almost impossible to imagine life without search engines, social networks, etc. Entire communities are working to make people's lives easier and more convenient by using the Internet and its capabilities.

At the present stage, companies are tackling the problem of using the Internet in business. Internet transactions must meet the needs of the buyer and take into account the interests of the seller (producer). The tool to solve this problem is Internet marketing, the essence of which is only being formed at the present stage, since this area of knowledge is still relatively new.

The constant development of the advertising business and the established trend of active transition of advertising from offline sources to the expanse of the global network inevitably leads to the emergence of new Internet marketing tools [1].

The purpose of this paper is to identify the main tools of Internet marketing, to study them and draw appropriate conclusions.

Each of the tools of Internet marketing is effective in its own way, and their competent interaction allows you to get the maximum expected effect: high demand and active sales. The main thing is to combine these tools correctly [2].

There is a large number of Internet marketing tools in use. The key factors in considering this topic were: the effectiveness of the tool, competitiveness in the market and the desire to achieve a competitive advantage with a large number of players.

Thus, the following tools were included in the top 10:

1. Content marketing.
2. Web analytics.
3. SEO (Search Engine Optimization).
4. Paid online advertising.
5. SMM (social network marketing).
6. Email marketing.
7. Online formation of public opinion.
8. Viral advertising on the Internet.
9. Guerrilla Internet marketing.
10. Creation of pages in social networks.

Since the Internet as a communication medium is constantly developing and becoming more complex, and the number of its users is growing in parallel with it, Internet communications are becoming more in demand for marketing promotion every year. Businesses gain a significant competitive advantage in the marketplace when they spend their resources to learn Internet marketing and its proper systematic use.

REFERENCES:

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SHARING ECONOMY

Communities of people have shared the use of assets for thousands of years, but the advent of the Internet — and its use of big data — has made it easier for asset owners and those who want to use those assets to find each other. This kind of dynamic can also be referred to as the sharing economy, collaborative consumption, collaborative economy, or peer economy.

The concept of shared consumption was proposed by economists Rachel Botsman and Roo Rogers in the book «What's Mine Is Yours: The Rise of Collaborative Consumption» (2010). The idea is that it is often more profitable and convenient for the consumer to pay for temporary access to the product than to own it. Botsman called sharing economy a new socio-economic model that is revolutionizing our consumption of goods and services. His forecast comes true: millions of people around the world already use the Airbnb rental service, the BlaBlaCar travel search app, the Uber taxi ordering service, the eBay online auction and other products. Online platforms that allow people and companies to share their resources have already created a global market.

There are three types of relationships within the business model of shared consumption.

1. Private individuals selling or renting out their own goods and services. One of the well-known examples of this model is the Airbnb housing rental platform.
2. Membership platforms that allow people to rent items easily or access services, for example, Zipcar, specializing in short-term car rental.
3. Collaborative sites where people exchange mostly intangible services, such as product reviews or knowledge. The most famous examples are TripAdvisor and Wikipedia. On such platforms, financing can also be exchanged, as on Kickstarter or Lending Club.

Sharing economy would not be so highly relevant without having some advantages. They are independence, reputation and trust, sustainable and responsible consumption, comfort of work [2].