

УДК 659:004.7

## ONLINE ADVERTISING

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Conditionally, advertising can be divided into two types:

- traditional – advertising outside the Internet (offline channel);
- online – advertising on the Internet (online channel).

The Internet audience is growing both quantitatively and qualitatively, so traditional advertising is gradually becoming ineffective. In addition, the Internet provides several opportunities that are not available to any traditional media. This can be easily proved by comparing the two types of advertising.

Online advertising targeting tools allow to identify a range of people in many parameters: age, gender, geolocation, interests, etc. This advantage allows you to quickly respond to the customer's reaction and always have an up-to-date offer for the buyer. At the same time a huge banner on the main street of the city will be seen by hundreds of people, but only a small part of them will be interested in the advertised product. Moreover, the audience reach of online advertising is limited by the budget, and traditional advertising is limited by the territory where it operates (the exception can be considered TV or radio advertising).

Let's consider a less expensive option when we are not talking about high competition in the market and the manufacturer does not want to get the maximum efficiency from this advertising. In this case, it is possible to launch advertising on the Internet in a few minutes with a minimum budget. At the same time it always takes more time and resources to run traditional ads: finding an advertising agency, a suitable location, developing a banner layout, etc.

Furthermore, on the Internet the text of an ad can be changed in a couple of minutes. In order to correct the information on the banner you will need several days and in the published circulation of newspapers nothing can be corrected.

In addition, in traditional advertising you won't be able to know exactly how many people saw your ads and whether they went shopping after seeing the ad. In online advertising there are a large number of tools for tracking the efficiency of advertising. For example, Internet statistics systems provide an accurate report on ad traffic, orders placed on the site, customer characteristics, and much more.

By the way, we all know that the story of real people is the best advertising. Therefore, online advertising has another advantage – customer reviews that people can see on sites. The most important thing in this case is that the reviews are positive: this helps to attract new customers.

When launching advertising, the entrepreneur needs to take into account the characteristics of the product or service, the characteristics of potential consumers. The key to successful promotion is a harmonious combination of online and offline tools, where each of them solves its own task and is useful in its own way.