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MASTER THESIS

Online marketing

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DISSERTATION ASSIGNMENT

(PROJECT, ART WORK, ART PERFORMANCE)

First name and surname:	**Bc. Adelina PAVLOVA**
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R u l e s   f o r   e l a b o r a t i o n :

Goal:
The main goal is to analyze a present state of online marketing activities of a chosen company and recommend future development of these activities.

Methodology:

1. Literature review

2. Data collection - secondary data, observation, structured interviews

3. Situation analysis

4. Proposal of recommendations including economic evaluation

Draft outline:
1. Introduction. 2. Literature review. 3. Goals and methodology. 4. Analysis and synthesis of own findings. 5. Recommendations. 6. Conclusion. 7. Resources. 8. Summary. 9. Appendices

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Holden, G., & Gulbrandsen, D. (2009). *E-business.* New York: John Wiley & Sons.

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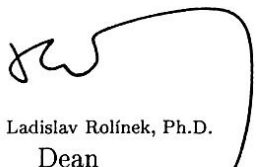
Kotler, P., & Armstrong, G. (2009). *Principles of marketing.* Upper Saddle River, NJ: Pearson.

Scott, D. M. (2015). *The new rules of marketing & PR: how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly (Fifth edition).* Hoboken, New Jersey: John Wiley & Sons, Inc.

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Prohlášení

Prohlašuji, že svoji diplomovou práci na téma „Potenciál nádraží v rámci obchodu a cestovního ruchu" jsem vypracovala samostatně pouze s použitím pramenů a literatury uvedených v seznamu citované literatury.

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V Českých Budějovicích, 14. 4. 2017 ..……………………………

Bc. Adelina Pavlova

1 Introduction

Until recently (4-5 years ago), Internet advertising was not seen as a serious competitor to traditional types of advertising (TV, print media). But since 2011, Internet companies have overtaken TV channels to reach the audience, demonstrating with a huge increase in revenue by 56% compared to 2010. The volume of the Internet advertising market was then 41.8 billion rubles, fixing the highest growth rate among all advertising segments of Russia.

Thus, at the moment, Internet advertising is one of the most effective tool for promoting goods and services, which determines the relevance of this thesis work. Key characteristics of online advertising: The widest geographical scope of the audience, allowing to display advertising messages anywhere in the world.

Flexible targeting tools. At the start of the advertising campaign there is the opportunity to hit the target audience exactly. On serious advertising platforms, there is a huge arsenal of possible characteristics of the audience, such as sex, the presence of specific interests (games, tourism, cars and others), age, devices (personal computer, tablet, phone) and many others.

Interactivity. The ability to involve the user in the process of studying the advertised product or service, provide an exhaustive amount of information about the company, services or products, partners, answer all possible questions of the user at one point of contact (via the website). In the ideal case, make a purchase of goods / services on the spot, paying for the order with electronic money.

Exact measurability of results. This, perhaps, is a key competitive advantage over any other type of advertising. Through such a service as Google Analytics, we can use the various metrics to get such data about users as: the number of users who visited the resource for a given period of time, the average time spent on the site (audience involvement), the viewing depth (the number of pages viewed), the map of paths Site, the source of the transfer (search engines, other sites, direct calls), the implementation of targeted actions (for example, a call, the order of goods or services from the site). Knowing the budget spent on advertising in a period of time, you can calculate the cost of customer acquisition (Cost of Customer Acquisition), and subsequently operate with this coefficient when composing a media plan, obtaining the results of guaranteed results. Undoubtedly, the following authors contributed greatly to the definition

of the status of Internet advertising: M. Stelzner, M. Meyerson, N. Piskunova. The concept of Internet marketing studied by S. Sukhov, B. Hunt, F.I. Sharkov, A. Koshik, R. Nobles.

2 Goals and methodology

2.1 Goals

The object of study: Internet advertising

Subject of research: Internet advertising as a tool to promote the company.

The aim of the thesis: to study Internet advertising as a tool to "Desired House" to promote the company.

Achieving this goal implies the solution of the following tasks:

1. To reveal the specifics and basic concepts of Internet technologies;

2. Identify the types of advertising on the Internet;

3. Identify the criterion of the effectiveness of online advertising;

4. Carry out a situational analysis of the market, in order to clarify the most common patterns;

5. Conduct an audit and develop recommendations for improving the website of the company "Desired House";

6. Develop a concept / prototype;

7. Conduct an advertising campaign;

8. Evaluate the results, provide recommendations;

Hypotheses of the study:

1. The shortcomings in the visual appearance of the website "Desired House", as well as the poor quality of developing information materials on it, inattention to key traffic sources lead to a significant decrease in the effectiveness of the advertising campaign on the Internet.

2. Correcting these shortcomings will greatly increase the efficiency and increase the percentage of conversion from 0% to 0.2-0.4%.

2.2 Methodology

During the research, a set of methods was used. General science: theoretical modeling, theoretical analysis and synthesis, description, scientific induction, systematization.

Empirical methods: SWOT analysis, experiment.

The practical significance is that of graduate studies can be used by the beginner specialists in the field of online marketing, as a practical guide in the development / production of advertising campaigns on the Internet.

The thesis is divided into two chapters. In the first chapter, we will look at the theory of marketing and online marketing and theoretical tools for conducting advertising campaigns on the Internet. In the first paragraph, let's look at Internet technologies. In the second paragraph, we will outline the key distinctive characteristics of conducting advertising campaigns on the Internet. The third paragraph will be devoted to an analysis of the main tools and requirements for the development of an advertising campaign.

In the second chapter I will audit the website of the company "Desired House", develop an advertising campaign, summarize its results.

In the first paragraph of the analysis of the activities of the company "Desired House", I will outline the key features.

In the second paragraph, I will conduct a SWOT analysis of the market to identify strengths and weaknesses that should be considered when launching an advertising campaign.

The third paragraph will be devoted to a comprehensive audit of the website. Based on the findings, we will develop a new visual appearance.

In the fourth paragraph, I launch an advertising campaign, we will determine the optimal solution. The result will be confirmation of the hypotheses of the thesis.

3 Literature Review

3.1 Development of marketing

Today the world has entered a post-industrial era. Internet possibilities are almost endless. Therefore, e-business regulation in many countries laws were passed to support the "connectedness" of the population. One can say with full confidence that in the middle of the XXI century. the leaders of the world economy and international trade will be those countries that will have high technology and knowledge-intensive industries. This means that the export of Russian oil, minerals, trade in arms and heavy machine-building products Russian companies will take in international trade is one of the last places, and will no longer provide that income, which Russia had in the late XX century. (Zhukov B. M ., 2012)

Technological possibilities of World Wide Web today allow companies to create a kind of representation on the Internet - WWW-offices. On the provider's server, and less on their server company prevent special demonstration programs and advertising. This e-office you can visit, without leaving house, to see on your computer screen it offers, to communicate with his manager. From the organization of such exhibitions to e-commerce at hand - just install the program "feedback" from the office visitors. Clients on the Internet in many countries bought air and railway tickets and rooms in hotels, buying from the screen in the electronic stores for any goods delivered to your house, pay for a purchase without leaving your computer by using "plastic" money or bank account coded.

Internet has unique characteristics significantly different from those of traditional marketing tools. One of the main properties of the medium of the Internet is its hypermedia nature, characterized by high efficiency in performance and assimilation of information, which significantly increases the marketing opportunities to strengthen the relationship of enterprises and consumers. (Collection of materials for heads of enterprises, economic, and commercial services, 2000) In addition, the role played by the Internet, are not limited communicative functions, and includes the ability to enter transactions, shopping and making payments, giving it features a global electronic market. Using the Internet brings new features and advantages over the marketing, based on traditional technologies. (Klimchenya, 2004)

Here are some of them:

1.   Moving the key role from producers to consumers. One of the most fundamental

characteristics introduced by the internet in the world of modern commerce is a key role of the transition from producers to consumers. The Internet has made a reality for companies the opportunity to attract the attention of new client in just tens of seconds, held it in front of a computer screen. However, at the same time it made it possible for the same user few clicks to move to any of the competitors. In this situation, the attention of buyers becomes the greatest value, and established customer relationships mainly capital companies.

2.   Globalization activity and reducing transaction costs. Internet significantly changes the spatial and temporal scales of conducting commerce. It is a global medium of communication that do not have any territorial restrictions, while the cost of access to information does not depend on the distance from it, as opposed to traditional media, where this dependence is directly proportional. Thus, e-commerce allows even the smallest suppliers to achieve a global presence and do business on a global scale. Accordingly, customers also can a global selection of all potential providers offering the required goods or services, regardless of geographical location. The distance between the seller and the buyer only plays a role in terms of transport costs at the stage of shipping goods. The time scale in the Internet environment is also significantly different from the usual. High efficiency communicative properties of the Internet make it possible to reduce the time to search for partners, decision-making, execution of transactions, the development of new products, and so on. D. Internet information and services are available around the clock. In addition, his communication characteristics has high flexibility to easily make changes to the information provided, and, thus, maintain its relevance without a time delay, and on the distribution of costs. (Danko, 2003)

Over the years, marketing as a science has gone through several stages of development. One of the parties, reflecting the main stages of the development of marketing, is the evolution of its concepts. In a general sense the concept is understood as a belief system, a way of representing certain phenomena in the process of organizing and carrying out any activity.

Depending on the level of production and demand for products offered, marketing concepts have undergone evolutionary development. These changes are mainly determined and continue to be determined by the interaction of the state and in the marketplace of such entities as the manufacturer (seller), customer (buyer) and the state (power). Another important factor, the impact of which is particularly increased in recent years, has become a factor in the development of technical means, the improvement which takes place in close relationship with the development of the whole society.

Global science and practice in the field of marketing allocate recommend following his conception, formed because of evolution: production, commodity, marketing, traditional marketing, social and ethical marketing and marketing communication (Table 1 "Evolution of marketing concepts")

Table 1"Evolution of marketing concepts"

Years	Concept	Main idea	Key tools	The main objective
1860-1920	Production	I produce what I can	The cost price, performance,	Improving the production, sales growth, profit maximization
1920-1930	Commodity	Production of quality products	Trade policy	Improving consumer goods properties
1930-1950	Sales	The development of the sales network, distribution channels	Sales policy	Intensification of sales of goods due to the marketing efforts for the promotion and sale of goods
1960-1980	Traditional marketing	I produce what the customer needs	The complex mix of marketing, consumer research	Meeting the needs of the target markets needs
1980-1995	Socio-ethical marketing	I produce what the customer needs, to meet the requirements of society	The complex marketing mix, the study of social and environmental impacts from production and consumption of goods and services	Meeting the needs of the needs of the target markets, provided savings of human, material, energy and other resources, environment protection
From 1995 to the	Marketing cooperation	I produce that satisfies customers and	Method of coordination, integration and	Meeting the needs of customers, partners and the interests of the

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present		business partners	network analysis, complex marketing mix	state in the course of their commercial and non-commercial cooperation

Source: (Klimchenya, 2004)

This classification concepts of marketing are not a rule, norm or standard for all countries. As a rule, depending on the level of development of market relations marketing evolution in each country has certain specifics and peculiarities. However, the international experience of its formation and development of market relations shows the general trend of development of marketing - moving focus from production of goods to the consumer, his needs and requirements, and can be used as a guide in the formation of market relations and business organization in the country. Traditional marketing concept was formed around mid-50s, while marketing itself arose much earlier. The marketing concept is focused on the customer, and is supported by a set of measures aimed at meeting the needs of the market. In this case, marketing activities begin with the identification of actual and potential customers and their needs. According to this concept, the goal of the enterprise, especially long-term, can only be achieved through the study of the needs and desires of the consumers, which the company directs and offers products and services that meet their quality and effectiveness. (Bakulev, 2005) Per the traditional concept of marketing, sales - it is a means of communication, communication and study of consumers, and if they remain dissatisfied, you must change the general policy and not the selling process.

3.2 The value of online marketing as an element of market infrastructure

One of the most urgent topics today in Russia is the development of software business infrastructure, which becomes more and more important. This is due to several factors: first, the transition from a centrally-controlled economy has inevitably required to create the necessary elements of the market infrastructure, which did not exist or were in embryonic form before, and secondly, the need to integrate the Russian economy into the world necessitate coupling of economic processes Russia with the global economy, and thirdly, the Russian business is in an urgent need to obtain rapid economic information. Internet and e-commerce plays a key role in this process. "Internet economy" has been changing the business. Those who use modern information technology businesses today thrive who ignore are behind. Internet is

fundamentally changing the methods of work of many companies - most notably in the field of high technology, but today it penetrates other areas - mechanical engineering, chemistry, biotechnology, medicine, financial and stock markets, oil, gas industry etc. While some companies are the first time resorted to the Internet for direct access to their customers, others use its capabilities and branching communications to intensify its relations with trading partners. Internet allows companies to enter with their goods on a huge global market, significantly reduce costs built their chains of supply and demand, serve customers at a level which could not dream of, to penetrate to previously inaccessible for geographical reasons markets, create promising markets work and capital, to carry out new revenue streams and finally, review the nature of its activities.

In industries from advertising business to the transportation of goods or the production of biological products appear completely new Internet companies. Using the power of the Internet, these information brokers create electronic super-efficient goods and services markets, bringing together buyers and sellers who would previously not able to find each other, and carry out the transaction "purchase or sale" with the use of electronic document management tools. (Baikov, 2007)

Modern trends in the development of Internet business, are very promising, its role in the global and domestic economy are increasing. The situation with the rapid development of the Internet market in Russia follows the situation in the West. However, there is a significant difference, which is that now Russia as a country is still not enough on personal computer-user level. According to the Yandex Research (Yandex Europe, 2015) internet penetration in Russia is the highest in the CIS and the BRICS, but lower than in other countries of the "Big Eight" and the Baltic countries. This is the reason for the lag of the economically developed countries.

Thus, the analysis of the multifaceted problems of the use of Internet technology in the practice of commercial activities leads to the following conclusions. Sales through the intern (e-commerce) - a key area of economic development in the XXI century. This is certainly true regarding Russia, where over the next few years will continue the rapid growth of e-commerce. Lack of regular phone lines will no longer hold back the development of access to the Internet, as Web search will use the shared wireless connectivity and Internet devices for personal use - all this turns network access to new means of communication, such as availability and distribution, such as mobile phones. This, in turn, will open opportunities for the use of the Internet, even in the most remote regions of Russia.

3.3 Internet market, as a new system of communication in business

As we know, in any business strategy of its development is a major issue facing the company's management. However, today managed to generate so many new, having no analogues in the traditional business forms and schemes that often confuses business analysts, corporate executives and marketers, brought up on traditional business methodologies.

Now there are many companies trying to do business online, have implemented methods of e-commerce or e-business, but not everyone understands at the same time, what kind of shape it will be perfect for them.

The main feature of business strategy as mentioned by (Golubkov, 2010) is customer orientation. Using the Internet., the company can more closely "approach" to the consumer, more finely and accurately organize personalized customer service., Partner. customers. These new quality customer interactions give rise to an interest in the clear majority of Internet companies. While customer focus and determines the basic content of all web projects, in terms of strategy formation m of business development, the diversity of Internet projects - both content and electronic-commercial - can be divided into two large groups.

The first group includes all corporate business Internet projects, i.e. those projects that are e-commerce and / or e-business for a corporation. In this case, the word "corporation" means not only a large company, and generally any business venture, leading their business processes outside the Internet (i.e., having a business offline), the project of a group of companies put his order to enhance and / or expand the traditional offline- business, giving it a dynamic e-business or the conduct, or some features and benefits of e-commerce.

Proposed by the author Dmitry Vasiliev (Vasiliev, 2008) division of Internet space into two main groups of projects, in the opinion of the author needs a significant addition that suggests another division of the Internet space. Internet space consists of sites that are relevant to their thematic groups based on the purpose of their creation. There are 4 main groups are: Internet services, corporate websites, information and entertainment websites, non-profit sites. Internet services, are sites representing mostly free services for the Internet audience. These sites include search engines, e-mail services, free hosting, etc. Corporate websites are sites belonging to companies that use the Internet in advertising and marketing purposes, and / or are engaged in e-commerce. Infotainment sites are created to attract a large diverse audience, and focused on making a profit through advertising. For non-commercial sites are sites that are owned by individuals or the content of this definition is characterized as a "house page", where personal information is spread person and this site is not used for commercial purposes.

Many heads of companies that decide to use the Internet in their marketing purposes often are mistaken when they think that the establishment of the company website, this is what you need to strive for. In fact, it is only the first stage internet activity, because in the end the firm does not need a website, and the audience on this website, which should become a consumer product. To do this, and there is such an important area as the Internet advertising, which makes the site a real marketing tool and a common marketing strategy should seek to maximize the efficient use of this tool for the company. According to A. Moreynsa (Moreynns, 2008), Director General of the www.price.ru, internet marketing - it is not an independent marketing area, it is just one of the possible dissemination of information sources, along with newspapers, magazines, television, etc. In the author's opinion, Internet marketing companies need, firstly, for the dissemination of information (advertising), and secondly, - the adoption and use of the Internet as an additional channel of distribution of products, through the introduction of e-commerce systems.

Sales of products and marketing, is an important moment in the activities of the companies, so Internet marketing is one of the components in the overall business strategy of the company. (Azoev, 2006). Hence, there are two conclusions:

1. Commercial tasks are solved on the Internet, must comply with the overall objectives of the company's marketing firm.

At first glance, it is obvious statement. However, as soon as it comes to the Internet, the most important task, which is to be placed by Internet professionals becomes an increase in attendance of the company corporate server. In this case the main task of the company can be branding and promotion of a new product or increasing the number of dealers. Therefore, we must be bolder and to formulate the problem of Internet marketing in the same terms in which is formulated as a general marketing problem - not simplifying it, and bringing to all-known online advertising methods.

2. On the Internet, it is necessary to solve only those problems which effectively solve the cost ratio and the possible effect.

As Internet advertising is a component part of the overall business strategy, which includes the traditional advertising, the company needs to understand how online advertising can manifest itself in the implementation of a unified advertising strategy.

Internet today has become one of the tools of equal advertising. Compared to traditional advertising means it is distinguished by the following qualities:

1. The Internet is the medium most effective and complete picture of advertising object. This is due to the possibility of representing the maximum necessary information about the object of advertising, as well as with the multimedia nature of the Internet environment.

2. Internet is an interactive environment, except passive exposure to Internet users, advertising can play an active role.

3. The Internet provides advertisers the most effective on the capabilities and value of a focused way to influence the target audience and the specific members.

4. based on modern computer technology, the Internet provides unprecedented opportunities prompt, accurate and in-depth analysis of promotional activities.

5. Internet advertising is characterized by cheap cost of advertising contacts, which is especially important for small and medium-sized businesses.

The main feature of the promotion with the use of online advertising according to (Bokarev, Encyclopedia of Internet advertising, 2007) lies in its two-tiered approach. The first link of online advertising is in the form of outdoor advertising banners, text boxes and other media, posted on the popular and niche sites, or sent via e-mail. It may also be advertising distributed via search engines and prospectus, placement of publications on news sites, and more. The second (and central) advertising link is the web-site - all the information and services, that is all that the user is after the interaction with the external advertising placed on it.

The main tools of outdoor advertising on the Internet are:

1. Banner advertising - one of the most widely used means of advertising web-site and attract visitors, as well as a good branding tool;

2. Submit your site to directories and web-site indexed by search engines, these two instruments are one of the most effective for attracting visitors to the web-site;

3. Advertising by e-mail, as well as based on the mechanisms of its Internet services - mailing lists and discussion lists;

4. Advertising with the use of bulletin boards;

5. Affiliate programs are an effective way to attract new customers and increase sales through the Internet.

All the above features and online advertising tools, capable of bringing the company's benefit, if online advertising is engaged in a professional marketer who can competently analyze the tasks entrusted to the advertising campaign and to effectively implement it.

The process of placing information should be determined by the marketing challenge

The most important thing in advertising campaigns (Borisov, 2007) is an assessment

of their effectiveness. Assess the need that was the purpose of marketing the company. Evaluating the effectiveness of the company's marketing in many cases it is not confined to counting the number of people who passed the link with this banner, or information block. Much more interesting feature - the number of times it has been shown in other words, how many people have had a chance to remember the trademark. And even more interesting to try to assess the real effectiveness of the company's marketing. One possible way: to poll users on the server, including to the advertised brand, before the start of trading campaign and the same survey - after its completion. Comparisons of the numbers related to the brand, and give the resulting efficiency.

If the purpose of the campaign was to conduct the sale, the number of passes on the banner can give one half performance evaluation. The other half of assessment - that's how many visitors to this server was generally interested in purchasing the goods offered. Thus, a realistic assessment of the effectiveness of such a company can roughly be estimated as the ratio of the number of passes to the number of impressions the banner people interested in the products offered. The percentage of visitors to the server concerned and the proposed goods, can be estimated from the results of preliminary survey conducted simple.

Summarizing the above material for the evaluation of the effectiveness it should be noted that it is necessary to assess the effectiveness based on the goals and objectives of the campaign.

When it was clear that the Internet is a revolution in the field of the exchange and transfer of information, as well as the environment that could be useful for commercial companies, many firms have begun to be active. Since then and to this day, there is a constant construction of new sites, so-called virtual representations of the companies on the Internet.

3.4 Basic tools of Internet marketing to promote commercial companies, their products and services

3.4.1 The site - as an information channel

In recent years, the Internet network has become one of the most important means of marketing, which has significant advantages compared to traditional marketing channels. Talking about the specific benefits is not worth it, because these benefits occur only when clearly it is clear that it is using the Internet to help solve those or other marketing tasks better than traditional methods. It is important to bear in mind that Internet advertising is not a competitor to traditional advertising, but only its continuation, has several advantages. In addition, the use of Internet business technology provides features such as access to all markets

of the world; business continuity; exchange of information anywhere in the world; reducing costs; optimization and automation of business processes of the company; optimization and automation of the relationship with suppliers, dealers, partners; the possibility of making payments via the Internet; reducing advertising costs and marketing activities; multi-format providing information.

However, the possibilities offered by the Internet, so new and unusual that the majority of firms are bad, how to use them correctly. One aspect of the Internet, requires a marketing approach is the development of Web-pages (Web-site).

For the presentation of the marketing principles of building Web-pages it is important to consider the following stages of their creation: defining objectives creation of Web-pages; definition of the target segment of consumers; Development of Web-page content; development of Web-page design; evaluation of Web-page.

The above stated principles which are offered by Gurevich (Gurevich, 2008) require additions and refinements, because among other things also need to select the location of the Web-page to choose her a suitable name. After placing the need to constantly update and supplement the information provided on the Web-page. Important is advertising and promotion of Web-pages are not only Internet resources, but also in other ways.

It is important to clarify the steps of creating a commercial Web-site (Baikov, 2007).

1.   Setting goals for creating Web-site (pages).

There are the following approaches to the classification of sites: Resource Guide –for providing information; Product Catalog; The virtual shop; Promotional website.

2.   Determination of the target segment of consumers.

First, it is necessary to carry out the segmentation of potential customers on the internet and identify the target segment. It is possible that it will not coincide with the target segment to which the company focuses on the sale of its goods in the usual way, because the Internet provides much more opportunities, for example, in terms of geographical coverage.

3.   Content Development Web-site.

Web-pages content is one of the main advantages that can get a firm, if you put it on the desires user information. The information provided on the Web-page must satisfy the following criteria: meet the objectives of creation of Web-pages; consider the peculiarities of the target segment of consumers; be unique to a certain extent, to attract the attention of visitors. According to T. Bokarev (Bokarev, Encyclopedia of Internet advertising, 2007), about

10% of Internet users are unable to view graphics, so each picture with the reference shall correspond to the text link. You can also create a "text" version of the entire Web-pages. For the success of Web-page must be to her not only contain commercial information, and news, entertainment information, interesting for the target group. It is desirable to create a feedback section for visitors' comments and encourage the activity of visitors. In modern conditions the important point is to ensure connection of Web-pages with corporate databases and database documents. This will instantly respond to any queries of visitors. With a large volume of information, it is advisable to create a search engine. If the Web-site is designed for users who speak different languages, you must create several versions of the pages, each on a separate language, with the possibility of switching from one language to another.

4.   Development of Web-site design.

Design plays an important role in attracting the attention of Internet users to a specific Web-page. When developing Web-page design must first consider the peculiarities of perception of the target audience. This design should match the content of Web-page. Universal solutions in the development of Web-pages design does not exist. There are completely different versions of Web-page. All Web-pages of the server must be furnished in the same style. This will create an additional view of the company and its products. Web-pages design involves the development of the following elements: color; font; graphic arts; Web-page layout. The network Internet imposes certain restrictions on the possibility of registration of Web-pages - Web-page load times, bandwidth data transmission channel, the size of image files, browser compatibility, the transfer of the color palette, and others. United colors of Web-pages promote rapid and complete perception of content. As a rule, the best color combination for reading - a white background and black text. The navigation menu on all pages should have the same shape, color, size and location, which ensures ease of movement on the server. Finally, the theme of the design, when creating of website/page is finished, it should be overlooked as from the point of view of a potential user. It is necessary to check the site on different monitors in different browsers and at different speeds to the Internet connection.

5.   Evaluation of Web-site/page.

Evaluation of the effectiveness of Web-pages is done in two ways, both qualitative and quantitative analyzes. (Bagiev, 2005) Quantitative analysis is performed by using the server statistics. You can use the following indicators: the number of hits to the Web-page; daily statistics of frequency of visits Web-pages; the number of individuals visiting the Web-page; time spent on the Web-page; which pages were used for entry and exit of visitors. The

qualitative analysis carried out by interviewing potential customers to determine the level of satisfaction with Web-pages. While the survey to determine the degree of importance and evaluation components, describing the needs of users corresponding Web-page (content, design, ease of use, and others.). Compliance with the above principles of the construction site will be the key to a successful commercial project that will work effectively for the benefit of the company. But it is worth noting that by creating a website, the firm will not solve the tasks assigned to it, if the site will be left without an audience. The firm is ultimately needed is not the site itself, and the audience (clients) for which it was designed. Therefore, after the creation of the site is necessary to carry out promotional activities in the network and not only. While the site itself is a distributor of information, and hence advertising, it is not enough for visits to his visitors. It is necessary to carry out advertising of "advertising", i.e. by advertising campaigns to promote the site, which in turn will promote what is there.

3.4.2 Banner

The most common element of online advertising are banners as stated by (Plyaskin, 2004). Banner advertising remains today one of the most popular and effective ways to attract visitors on the Web-page or Web-based site. In addition, banner advertising is a powerful tool for image advertising. Banners are of two types: static and animated. The first is a static image, while in the second case there is an image change in time - the animation.

Banners may be created using different techniques. The most common technology is Flash Shockwave, developed by Macromedia, which radically changed the presentation and users and advertisers regarding interactive banner. Regardless of how the banner was made, there are three main methods of banner advertising: 1) Exchange of banners under the contract with the owner of the other Web-server or Web-based pages. Typically, the exchange is the owner of Web-pages with similar themes. 2) The use of banner systems, search engines, directories, or popular sites to display their banners on Web-pages for a fee. 3) The use of exchange services banner (Banner Exchange Services), which provide display banners on the pages of many sites included in the number of subscribers to this service. Some systems have a high degree of flexibility and allows you to display banners only on a certain server group, with a given intensity or only in certain periods of time, and do not show the same banner for users who have already seen it. One of the most important characteristics of the banner is its efficiency, i.e. the number of clicks (clicks) on the banner to the number of impressions. The situation when the user loads a Web-page advertising banner is one showing a banner. If the user has brought the mouse pointer on the banner and "clicked" on it by clicking on the

hyperlink associated with the banner, this fact is considered one transfer on a banner or a single "click". Quantify the effectiveness of banner click-shows estimated coefficient - CTR, which equals the number of clicks on the banner ("clicks") to the number of banner impressions. The higher the CTR, the higher estimated impact of the advertising campaign. So, if the banner was displayed on any page of the 1000, and clicked on it, respectively, came to the site 50 people, the response of the banner is 5%.

3.4.3 Banner network and related sites

The most flexible and effective way is to use the services for the exchange of banners. banner exchange banner network services or provide display of banners on other pages, instead of requiring the display of foreign banners on the pages of the site owner. For this service the service hold a certain number of times - from 20 to 50 percent. (Ambler, 2006)

In the Russian part of the Internet now there is enough such systems. (Plyaskin, 2004) Since a single standard for the placement of the banner in pixels and kilobytes have not yet worked out, you must either be limited only to certain system or make banners of several sizes, which slightly increases the costs for their creation. banner exchange service of the Russian sector of the Internet segment author offers the following features.

1) General - accepted the sites of any subject. Restrictions may only be for sites with very low attendance or forbidden subjects network (sites "for adults", political and others).

2) Subject - only include sites on a given topic.

3) Regional - combine the resources of a given region. Resources can be either dedicated to the region, or just its creators live there.

4) On the supported ad formats. Several networks trying to maximize the list of used formats. Other services strictly specialize in any format, for example, on the size or shape of the banner advertising media.

There are several important indicators characterizing the effectiveness of banner exchange networks. These indicators are the daily turnover banner, CTR and number of participants.

DAILY banner turnover - is the number of banners shown for one day. This indicator characterizes the scope of audience. The greater audience reach, the more banner impressions per day. This means that you can display more than their banners and it gets the best CTR. CTR - this is the most important parameter in banner exchange networks. CTR, as already noted, this ratio shows banner clicks, for example, if the BS is shown in the day 1000000 banners and clicks was 10,000, the CTR is 1%.

According to Bokarev (Bokarev, Evaluating the effectiveness of advertising campaigns on the Internet , 2004) the concept of thematic sites has a broader sense. He considers: Internet - services (e.g. e-mail server mail.ru and hosting narod.ru), Portals (Aport, Rambler), CONTENDA - projects (sites dedicated to specific topics: e.g., 1cbit.ru), news site. However, it is necessary to make some additions to the interpretation indicated by the author, and to supplement this classification is the definition of "thematic sites", which are not offered to the author stated above. It is from the point of view of online advertising, "thematic sites" are effective tools of bringing advertising appeal to the target audience, using all permissible forms of advertising exposure to the visitor, which can be used on the Internet. It is not only banners in banner networks, but articles and polls and forums, as well as video and audio content. Depending on the popularity of subjects, prices for advertising, and many other factors, those or any other site in the campaign media plan.

3   Search engines and directories

In addition to banner advertising a significant contribution to traffic to the site can make the search engines and directories. Maybe it will not give the same effect as banner ads, but, in turn, would not require investing money in shows or placing banner ads on other pages of the site. In addition, a visitor who came and through a search engine, it is interested in the information / products / services provided directly on the site.

They are also well suited for a focused exposure to a specific target group.

To achieve the desired results, you can attract qualified professionals who will be able to produce the proper server optimization and register it properly in search engines and directories.

3.4.4 E-mail Newsletter

Two things make the Internet attractive in terms of promoting products and services. (Baikov, 2007) The first opportunity to highlight specific target audience and focus on the impact of advertising. Second, the relatively low cost of the procedure. When communicating through traditional media (TV, radio, print media, outdoor advertising) are possible in principle to achieve a similar targeting accuracy. Attempts to solve this problem by, for example, telemarketing, lead to a substantial rise in the cost of advertising contacts.

E-mail technology (e-mail) plays perhaps a key role in terms of the Internet marketing communications. The electronic mailbox is almost every Internet user. Thus, potentially, the advertising message can be delivered to any Internet user. This technology is integrated in the Internet environment and therefore has all its properties. Interactivity, telepresence effect (the

essence of which is that the Internet user is simultaneously in two environments: the real, physical and virtual) can significantly increase the efficiency of advertising communication. Transmission speed of electronic communications and the reactions to them have no analogues among traditional media.

However, the description of the properties of the technology in question is the reason that the Internet user, whether consciously or not, carry it to the categories of personal space, unauthorized intrusion, which is perceived in a very painful. The fact that the Internet user has virtually unlimited freedom of choice and to determine patterns of behavior, which reinforces the effect. Indeed, diversity and non-linear nature of the organization of the information in this medium allows him to move it in accordance with their wishes, the slightest discomfort leads to a change in the route navigation. Thus, an interesting effect occurs. Unlike off-line marketing communications, where the consumer is not able to avoid it imposed interaction models, on the Internet, at least, the advertiser and the consumer are equal. Moreover, the advertiser must reckon with the wishes of potential recipients of advertising messages, that is, be less free in their actions than they are.

For the Russian Internet Opt-in marketing is a new phenomenon. (Vasiliev, 2008) Therefore, the possibility of some confusion and the sharp reaction of the Internet community to use e-mail in practice opt-in. Considering the nature of the selected technology, it would be helpful to know who has access to information about e-mail addresses of Internet users and the legitimacy of its use in their practice. Potentially information about e-mail addresses may have the following market participants: spammers; companies that provide web hosting and free e-mail; mailing services; opt-in company.

3.5 The Specificity of Internet Advertising

"Internet advertising is the notification of consumers by various means represented on the Internet, about the activities of the enterprise, aimed at achieving the goal - the sale of goods and services. The novelty of this definition is determined by the goals set by enterprises operating on the Internet. Since the creation of a favorable corporate image, ensuring the availability of information, attracting new and potential customers, etc., to the purposes of Internet advertising, this definition of Internet advertising is the most accurate. " (Gordon D., 1985)

Robin Nobles in the book "Effective Web-site" gives the following definition: "Internet advertising is a form of filing and promotion of information images of goods and

services in electronic form on the Internet with this source of funding. Internet and Internet advertising are probably the most significant discoveries of mankind recently. The main advantage that the Internet advertising site has in comparison with other methods of advertising appeals is that the Internet is a virtual environment that has collected a whole array of information literally about all kinds of human activities. It is because of its all-embracing quality that the Internet has rightfully become the first in the list of media, displacing television and radio from the main places, and Internet advertising promises to become the most popular and effective way to notify people about the brand, goods or services. Already now, by the cost, Internet advertising has bypassed TV and radio advertising and investing money in it is increasing every day. (Goleman I.A., 1991)

According to Sergei Sukhov (Kokhtev N.N., 1978) "Internet advertising, or Internet advertising, includes various advertising materials placed on the Internet." The Internet advertising market began to form in the mid-1990s, but before In the early 2000s, the Internet was not considered by advertisers as a priority advertising platform, although some of them already had Internet support to advertise their products and services, but the rapid development of the World Wide Web and some features of Internet advertising led to the fact that About the policy of advertisers regarding the use of the Internet has changed Since the mid-2000s, the Internet has been considered one of the main channels of information impact on consumers, primarily due to the following: a steady and steady growth in the number of Internet users and their time on the network , The development of wireless communication technologies, mobile devices and mobile Internet, the development of the Internet economy and, above all, the widespread use of Internet commerce; The development of technical platforms for managing Internet advertising and analytics systems that allow to measure online advertising efficiently and accurately. "

Planning and conducting advertising campaigns on the Internet requires the advertiser to know some of its features. Among the most important it is necessary to note the following: The Internet is an interactive environment and therefore provides significant customer involvement. Any user of the Internet can not only passively receive information, as is the case with traditional media, but also actively interact with it based on their interests and preferences, choosing the most relevant resources and content for themselves, entering a dialogue with other users Network and so on. Internet advertising also has similar properties (interactivity) - the user has the opportunity to directly interact with it. Having noticed the advertising message, the

network user could immediately go to more detailed information about the advertised offer. To do this, click on the advertisement medium, then go to the advertiser's website, where the user can get some information about the advertisement object or perform the desired action to the advertiser. It is this feature that fundamentally distinguishes internet advertising from advertising in traditional media. (Kaushik, 2012)

In economically developed countries, the overwhelming majority of the population has constant access to the Internet, and the total number of Internet users is comparable to the number of viewers, with separate groups of users spending much more time on the web than watching television. A rapidly growing Internet audience is a sphere of heightened interest for many advertisers, since it is an active, educated and, as a rule, solvent part of society. However, at the same time, some advertisers face the problem of limited audience only Internet users. This is since the user should not only have access to the Web, but also have the minimum set of knowledge necessary to work with the computer in general and the Internet in particular. In this regard, the distribution of this type of media can be significantly limited in regions with undeveloped infrastructure, as well as among some social groups. For example, in Russia this barrier is still separated from the Internet by a fairly large part of the country's population. This problem is a serious obstacle for some advertisers, especially if their advertising is targeted specifically at these groups of people. (Kaushik, 2012)

Targeting is a marketing mechanism by which only the target audience can be selected from the whole number of Internet users, which meets certain criteria (geographic, socio-demographic, etc.), and communicate to it an advertising Information. Professionals in the advertising market distinguish between direct and indirect targeting. (Carter, 1991)

Direct targeting is aimed at selecting the target audience, which is directly interested in the proposed product or service. Indirect targeting is directed at an audience that is targeted for the goods or services interconnected with the proposed type. The Internet allows you to provide more accurate than any other type of media, focusing advertising information on target groups on various parameters (up to a specific recipient).

Advertising on the Internet can be focused on groups of users on the following key criteria:

1.   On the geographical-geographical scope (allows to show the ad only to users with a given geographical location);

2. By the time of the show (allows you to limit the display by the time of day);

3. By technical characteristics (it allows to display advertising only to users, devices and / or software which meet the specified parameters);

4. By interests and preferences of users (allows to limit the display of advertising in accordance with interests and hobbies of the intended target audience of the advertising platform);

5. By the number of impressions of advertising (allows you to adjust the number of impressions of advertising medium to one user).

6. Socio-demographic characteristics (allows you to limit the display of advertising by age, sex, income, position and many other features);

7. In addition to the above criteria for targeting can be used and others, but the collection of relevant information about Internet users is associated with the need for additional research (for example, questionnaires).

The advertiser can use the feedback mechanisms, questionnaires and polls on the website, with the help of which he can instantly and without any financial investment receive comments and feedback from his potential customers. This extremely valuable and useful information will help to raise the level of the company's service to new heights. There is always an opportunity to test your goods or services on site visitors and get exhaustive information by conducting a simple analysis. In addition, it should be noted that the user of the site leaves information about his geographical location, the device from which he visited the site, about where he came from, how long they looked at the page, how often he returned to the site and many other important data, allowing you to add a portrait of the target audience (Goleman, 1996)

The Internet is a much more measurable type of media than traditional channels, and provides ample opportunities to study the behavior of target consumers, including accurate means of analyzing the effectiveness of advertising. When analyzing the effectiveness of traditional forms of advertising, customer surveys are used to determine which type of advertising attracted this consumer. Based on the results of the survey, conclusions are drawn about the effectiveness of these or other advertising campaigns. In addition, indirectly the effectiveness of the advertising company is judged by the increase in revenue, the number of visitors interested in the advertised goods or services, and some other characteristics. To study the reaction of consumers to certain advertising activities on the Internet and analyze the

effectiveness of online advertising, there are much more convenient and accurate tools that keep track of the number of impressions of the advertising medium to Internet users, the number of transitions for it, subsequent interest or refusal, routes of users' movement And many other parameters. All this information is accumulated, processed by special programs and used for targeted advertising impact on Internet users. Analyzing the received information on the reaction and actions of users, the advertiser has the ability to real-time evaluate the effectiveness of the advertising campaign in general and each of its components separately. At the same time, he can make operational changes to the current campaign (replace inefficient advertising media, adjust the content of advertising, increase or decrease the intensity of advertising on specific sites, change focus and other parameters). The key difference between online advertising and any other is the ability to track every advertising contact, so the Internet for the advertiser is the most optimal tool in terms of the quality of contact with the consumer. (Kotler P. , 1999)

The prices for goods / services or information placed in the print media can be significantly outdated a few days after sending the number to the press. It will not be possible to make any changes. On the Internet, you can update the information several times a day - it will always be the most relevant. Updating the information on the website not only does not require significant time costs, but also material costs compared to, for example, the costs of regularly publishing new booklets and promotional brochures, the information in which may expire in one to two weeks. In addition, you can place on the site a list of goods and services with prices, as well as a full annotation and photos for all products. (Gordon D., 1985)

The Internet gives great advantages when doing business with international partners. Doing business with colleagues anywhere in the world in this case will not be any more difficult than with a colleague in a nearby street. Incredible opportunities to determine the target audience in Internet advertising make it possible to conduct effective advertising campaigns only in the regions that are profitable for the company. And in fact, business tasks that can be solved by creating your site on the Internet are much broader. (Goleman, 1996)

The last 10 years in the West, and now in Russia, the most popular are online stores, selling both day and night. This store does not require any sales consultants or cashiers; it is available from anywhere in the world. This kind of relationship between the seller and the buyer is convenient for both parties. The key advantages of an online store in front of traditional retail, which are called regular customers of electronic stores: convenience, detailed information about

products / services, a much larger range of goods, lack of compulsive pressure from sales consultants, buying speed. (Gordon D., 1985)

Currently, each company can print the address of the corporate site on each advertising brochure, business card - this will give it a lot. If the company creates a site earlier than its competitors, then it will significantly move its position in business. Creating a quality website will give a significant surge of interest in the company. By creating a professional website, you can communicate with large market players on the same level and stand in line with them. Social surveys confirm that the user is inclined to trust the information received about the product or service from the Internet. (Meyerson, 2013)

The main advertising media on the Internet are banners, websites, e-mail and mailing lists. The banner is a rectangular graphic image in GIF or JPG format. Both formats allow the size of the graphic file to be relatively small (which is very important for banners), but GIF is used more often. This graphic format is slightly worse than JPG transmits photorealistic images, but much better displays graphics and text. In addition, GIF - provides the ability to apply animation, which makes the banner more effective, attracting attention and informative.

The banner is placed on the page of the advertising platform and has a hypertext link to the advertiser's site. One of the most important characteristics of a banner is the ratio of the number of clicks per banner to the number of its impressions. For example, if a banner was shown on any page 1000 times, and clicked on it and, accordingly, had a chance to get to the advertiser's website 50 people, then the conversion of such banner will be 5%. Per statistics, the average conversion rate ("click / through ratio", CTR) for banners used on the Internet is about 1%. Unfortunately, there is a tendency to decrease this index.

However, a high CTR is not the main guarantor of banner effectiveness. The banner can be beautiful and intriguing, causing the user to click on it. But after starting the download of the site and understanding where it got, the user can easily click the "back" button on his browser. If you use luring, but little relevant texts and images on the banner, you may be able to attract more intrigued visitors, but, on the other hand, there is a risk of losing interested in the services / goods visitors, and therefore, truly valuable users.

Nevertheless, a banner with only a textual presentation of the content of the site is also not the correct solution - its CTR, as a rule, is extremely low. It is not remembered and does not create a positive image charge. A truly effective banner should be executed qualitatively

artistically and technically, and be original (remembered), it may be intriguing (to arouse curiosity), but simultaneously give an idea of the nature of the advertised product / service and create their correct image.

When developing banners on the Internet, it is important to remember that the formula AIDA (attention, interest, desired, action), which is best known in traditional advertising, works perfectly for them. The formula is a sequence of tasks that face an advertising message: - attention - drawing attention to the advertising message. If the user does not pay attention to the banner for at least a fraction of a second, then, of course, the effectiveness of such advertising will be extremely low. For attracting attention is responsible for both the placement and the advertising message itself - how much it is noticeable and contrasts with the environment. The plus here, of course, will be animation - a challenge to the subject of advertising. The task - for that fraction of a second during which the user turned his attention to the banner, to stop his attention and interest. Of particular importance is the execution and advertising creative, the appeal to the audience, the stimulation of the desired to use the advertised offer, the action. In most cases, click and go to the advertiser's site, all subsequent actions (including participation, purchase, etc.) (Lamben, 2003)

The website serves to post information about the company, the services it provides, and the products that it implements. This channel for the dissemination of information about goods and services becomes as important and indispensable for producers as others. The obvious advantage of using a website is the ability to apply various forms of information about a product - graphics, sound, animation and much more. More details about the criteria for the effectiveness of the website will be discussed in the next section of this paper.

Electronic mailing (English - E-mail) serves for the transfer of information between the addressees. The mechanism of e-mail is based on many popular means of broadcasting on the Internet. These include mailing lists, discussion lists and, of course, your private email messages. When used properly, e-mail can give another effective tool to promote the company on the Internet.

The advantages of e-mail advertising:

1.   e-mail, which began long before the development of the global Internet, there are almost all members of the world; mail is a push-technology broadcast works directly and reaches a specific user;

2.   there is a possibility of personalized treatment;

3.   through a clear division of thematic mailing lists and discussion lists can be affected by it to the interests of the target audience;

4.   interesting from the point of view of the recipient, the message can be spread among his colleagues and friends;

5.   many Western in marketing experts agree that the response to the correct implementation of advertising campaigns through e-mail is higher than the response of banners, and most importantly - the quality of the transition to the advertiser's site;

Now, when most users have the application for reading of e-mails that support HTML, for the advertiser it has been possible to arrange not only text, but also graphic advertising (e.g., banner ads) as well as consideration of its effectiveness (you can track the number of clicks the advertiser's site link in the email). There are several effective and do not violate ethical behavior in the use of methods of the network e-mail as a tool to promote products and services. Below are the main destinations.

On the Internet, there are many mailing lists that focus on a variety of topics. Lead them, as a rule, people knowledgeable in this field, regularly sending e-mail for the next distribution issues. The recipients of these mailings personally subscribed to the list, and they have the right and opportunity at any time to unsubscribe. here is open distribution (for everyone), closed (for people of a certain range), free (existing at the expense of enthusiastic creators, sponsorship, paid advertisers), are paid. Since a mailing list is usually a means of disseminating information to a specific target audience and often has thousands of subscribers, it is an effective tool for promotion. Basically, the choice of means of online advertising depends on the goals and objectives of the campaign. This statement can be considered as a table.

Table 2 "The choice of means of online advertising "

Goals and objectives	The main means of Internet advertising in accordance with the objectives of the advertising campaign on the Internet
Creating a favorable image of the company	Website, banner ads, forum
Ensuring the availability of information	Forums, newsgroups, web site

Launch of the innovative products market	Newsgroups, e-mail, banner ads, website, forum
Attracting new and prospective clients	Banner ads, e-mail
Increased sales	Website, banner advertising

Source: (Klimchenya, 2004)

Table 3 "Advantages and disadvantages of the main tools of Internet advertising"

Facilities	A typical advertiser	Lecture hall	Benefits	disadvantages
Web site	Any	target	The wide scope of the information provided	The complexity of the competent independent construction and design, as well as the high cost of development
Forum	Large and medium-sized firms	narrowly targeted audience	Opportunity to attract attention by providing financial support. Good branding. Laid-back nature of communication	The small size of the target audience
newsgroups	Mainly small companies and individuals engaged in commercial activities	narrowly targeted audience	Cheapness. The presence of users who are interested in information about new products, ease of use	The small size of the target audience

Banner	Mostly small and medium firms	wide audience	Effective way to attract potential customers and branding	The complexity of self-fulfillment according to generally accepted standards. The negative attitude of users
banner network	Medium and small firms	The broad and targeted audience	Coverage of a large number of potential consumers	Expensiveness. The negative attitude of users
Newsletter	Mainly small companies and individuals engaged in commercial activities	The broad and targeted audience	The low cost and ease of use	The negative attitude of users associated with the abundance of spam on the web. Lack of information about the true purpose of advertising *

Source: (Klimchenya, 2004)

* Currently, the IAA (International Advertising Association - The International Advertising Association) is conducting a series of measures for advertising commercials. The purpose of these events is to convey to the consumer information about what the purpose of advertising - to help consumers make the right choice among the vast number of competing products.

To corporate website was an effective sales tool there are many of rules. They will be discussed below. Development of marketing a website to promote - it's always a big dispute designer, marketer and SEO-optimizer. Designer primarily interesting visual component of the project, the optimizer important text and other internal ranking factors, and marketers -

commercial component. Even though these objectives seem to be mutually exclusive, it is not so.

Good design, in addition to the visual convenience of the user, must combine and SEO, and selling. Simply put, a site that moves (will move) in the search engines, should have marketing design, both for people and for search engines: design elements along with the content of the page should be illustrative web version of the commercial offer of the company; Site (design and content) should make maximum use of commercial factors ranging PS Yandex. In fact, the commercial ranking factors (CDF) and Yandex will be the components of the offer.

In design, you need to succinctly let the user know that:

1. He found exactly the (product or service), I was looking for;
2. he can buy it at a certain price;
3. he can buy it on attractive terms;
4. he can buy it, turning it into a company "Your Company Name";
5. the company, which he buys, possesses attractive properties;
6. he can order it right now on your phone, online application form, or to drive your address in your hours of work;
7. he can pay it in various ways and will bring it (or perform this service) at a certain time. (Sharkov, 2012)

The designer's job is to ensure that the compact post this information on the site (it is highly desirable on the first screen) and place it in the same style. This does not mean that the designer's job easier; on the contrary - his vision of the site can no longer be "in itself", and should pass through the prism of commercial client factors and its products or services.

To create an effective website, you first need to decide what will be an indicator of efficiency. From the point of view of most experts in the field of online marketing, an effective website - a site that performs all its tasks and achieves its goals.

Accordingly, the purpose and should be defined tasks of the site at the stage of selecting the developer and subsequently spelled out in the Terms of Reference. These works can be carried out in marketing or advertising specialist, but most likely, he will need help. Now there is a specialized consulting company, specializing in Internet marketing. Often these services provide developers themselves and the company. However, in this case, may suffer

objectivity. Achieve objectivity in this situation in the following way - entrusting a company analysis of goals and goal setting, and the other - advice on the choice of the developer and the third - the actual work on the creation of the site.

Also, starting from the concept of the site and pledged budget need to determine the scale of the site. It should be clearly understood that a large site requires sometimes an order of magnitude more money during development and support, rather than easier, and efficiency are not always directly dependent on the amount of money invested in functionality and design.

Possessing this information, you can begin to search for the developer. Unfortunately, there is no standard methodology to select the optimal developer for any project, so this issue all suitable in different ways - from the search for information and ending with the evaluation criteria.

Assess possible on the following parameters:

1. Recommendations partners who have ordered the development of a certain company (quite a subjective criterion in terms of quality of work, but it can be useful for assessing the relationship to the customer).
2. Developer portfolio. Quantity is not always proportional to the quality; experience is more important than the company. It is also necessary to pay attention to the design and functionality of the site, to see how versatile customers, the company and if any of them are companies with a similar theme.
3. The ratio quality / price, despite the subjective quality assessment, is often the main criterion for the selection of candidates.
4. Sometimes it becomes an important point of development time - for example, if the site you need to run to a certain event (or an exhibition, for example, the day of birth).
5. A set of additional services - information support, site promotion, hosting, analytics and consulting services.
6. Work managers - knowledge of the subject, opinions about competitors, presentation of the company.

Can be useful and information about marketing and advertising policy of the developer, the field of activity - the deal else besides developing websites? companies often can offer more and, for example, the creation of corporate identity and design presentations. Gathering information about the candidates, you can proceed to the next question - determine the fate of

the site. Who will support and promote the site, deal with issues of its development after the launch? The company must be one person who will deal with issues on a site - from the creation and promotion, to constant updates and improvements. It should be a person who is always aware of everything that happens in the company. But more is needed and specific performers. And here are the options. On their own to promote the site (with the help of advertising and PR-actions) can regular marketer or manager of the advertising department. Site Editor is also possible to hire the staff of the company. All software companies have in an active site (CMS) management systems that allow you to manage the content of the site to any person who can work with a computer at the user level. editor of the website should have a good command of Russian and about to understand the specifics of the company.

Implementation of additional functions of the site in any case it is better to entrust the company that developed it - no one else will understand the programming part better than they are. The choice in favor of the developer. Most often, this option is the best for value and quality of work. The company, which makes the creation, promotion and support of sites already has a staff of professionals of all necessary specialties and streamlined work process, in addition, can perform all the work in the complex (support, promotion and completion) - to link all work with each other and monitor the effectiveness. Not necessarily that it was just the company that created the site, but as a rule, if all works on site "and from" engaged in one company, the effectiveness of such activities above, plus you can rely on discounts. After all participants in the process are defined, and select a developer, you can get to work - the next round of the cycle of website development.

Any site, once developed and launched, will not ever meet the goals and objectives of the company, the more so that in time they can change. Therefore, there is such a thing as a cycle of website development. Any site should begin with the study. If you have to redesign an existing website, it is necessary to analyze its statistics and find out exactly what your visitors are interested in what they are missing out on the site, which services should develop and which - on the contrary, to remove or alter. It is also possible to conduct a direct survey of visitors to the existing site and find out what they would like to see in the new version.

In any case, you need to make the analysis of sites of direct competitors and other sites of similar subjects. Make a list of functional and design solutions that will appeal to and can be useful when designing a website. It is also necessary to note the negative side, not to repeat the mistakes of others.

Also, useful would be to carry out a semantic analysis of the subject site at the request of users of search engines. The report of this analysis can also be useful when dealing with issues not related to the site - possibly, to identify missed opportunities for development or related areas, which were erroneously rejected as unpromising.

Based on the initial data - goals and objectives of the site, the results of research and to form an idea about the future of the site made design of the site. The result of this phase is the Terms of Reference - a document, which largely determines the success of the project in which all the detailed criteria and stages of development of the site.

Actual development can be divided into two stages, some of which can run in parallel - is the development of site design and development of the software part. Website design - is usually the most difficult question in the communication of the client company and the developer. Each participant in the process evaluates it from their point of view.

The software part of the site is not usually the subject of controversy - programming technology allows to realize almost all the necessary things by a small web studio team of programmers. Another question - is that the studio is trying to impose a specific implementation of various functional modules of the site in accordance with the developments that have already been implemented.

According to the rules, testing should be performed at each stage of the project. But the more precise terms of reference, the less likely that an adjustment is required. Final testing of the site should take place before the launch of the project on the host, which it will in future be placed. Before you choose a company-developer, you must specify how the project is tested before launch, whether free corrected all defects found after the start, and thus missed in testing.

Before starting the site is necessary to make the announcement of its launch in promotional materials. On the one hand, it will be an additional PR-th company, on the other - will help the site to get started quickly. Support consists primarily of information support and development services.

Information support should include not only the placement of news and price list updates, but also the creation of new information sections, updating existing materials, posting information on the most interesting questions of the visitors. Permanent information support site will keep him from falling attendance.

Development of services needed to increase traffic and create a circle of patrons, each of which - potential regular customer of the company. For sites of different subjects require different services, but there is a standard - for example, news subscription, selection of a suitable product-specific criteria, personalized services for registered users.

Additionally, sometimes you need to correct the structure and contents according to the new results of the semantic analysis. On the stage of the average site redesign comes after a year and a half after the launch. If the site is well developed, by this time, his attendance, services, structure and other factors do not fit into the goals and objectives that were set in front of him. In addition, the design outdated morally, does not meet the expectations of visitors.

At the beginning of the organization of the web site performance analysis may represent an additional and quite burdensome. However, to have a website and it does not keep track of and analyze what the behavior of its visitors - means to work blindly. Lacking these data, it is impossible to determine what works and what does not, where to invest time or money, and where there are opportunities for optimization.

Start a web site analysis can be a simple and free methods. Before embarking on direct measurement and analysis is any indication, it is important to identify the following basic guidelines for themselves, from which you need to make a start.

It must be remembered about the purpose of the website. If something can be measured, that in itself does not mean that it should be measured. We need to focus on one indicator (visits or visitors) to be sure that compares comparable things. We must be prepared to take into account the results of the analysis in its future work. By following these basic principles, you can start to get acquainted with the recommendations on the use of key performance indicators to assess the effectiveness of the website.

Visit Efficiency ratio (CR) or as it is called, the conversion rate of your website - it is a relative value, which indicates the percentage of visitors to the website has made an action consistent with the objectives of this website. This can be any action: the report loading, filling Web forms, making a purchase, etc.

CTR = Clicks/(Show-ups) *100

If the site conversion rate is in the range of 1-3%, it is considered a good indicator. Accordingly, if the efficiency ratio to visit the web-site of less than 1%, it should reconsider its pages and understand what needs to be improved.

Keywords - a few words and phrases that users are taken to a website through search service. Determination of words and phrases is very important; they need to monitor regularly. Why? According to Keyword Discovery, over 80% of all transactions on the internet start with a keyword search in a search service. (Piskunov, 2008)

Knowing that the audience is looking for, it is essential to optimize the website. It also allows you to see whether there are any materials that are of interest to users, but are not on site. Most visited pages - a list of pages on your website that users visit most often, sorted in descending order of attendance. If you know a website which pages most visited, you can effortlessly understand where to focus efforts on optimization.

The number of pageviews per visit (PPV). Measure of the number of page views per visit indicates how many web pages in a single visit to the site looked a user or group of users. This option is an excellent indicator of the ease and convenience of the site, as well as the quality of the materials placed on it.

Calculating the number of index pages' views per visit (PPV):

Page Views / Visits = Average Page Views per Visit

Login page - this is the first thing a visitor sees, which goes to a web site. Many people mistakenly believe that the main page of the site is the only login page. Members initially can go to any page of the site in many ways: from the junction of the search results or through an advertising banner to the use of links to other web site or enter the address directly into your browser. To optimize the content of the site in accordance with the target audience, it is important to determine at which pages to send users to external resources. Exit page - this is the last page the visitor stops before leaving the web site. Already at the stage of analysis and design of website design, you need to schedule for a specific route travel site visitor. Find out to which they focus on, for example if visitors went to the page, a confirmation page will help define the pages, after the transition to that our users often leave the site.

It is necessary to review each page that the user knocks the intended path. Major sources of traffic and visits the efficiency factor for each of them. This information will make a picture of the different types of traffic that the site attracts. Visits can usually be divided into the following categories. Direct traffic. Visits from people who typed the URL-address of the site from the keyboard or entered it from the bookmark in the browser.

Referrals from other websites. Traffic coming from other websites. Such visits may be a result of the transition of users on the site through a banner ad due to mailings, referrals or blogs on partner sites. (Rosenthal D.E., 1981)

Transitions from the results produced by search services. Google, Yahoo, Bing, etc. This applies to both the natural traffic and conversions on paid links in search results. Other category includes traffic from all other ongoing marketing campaigns, such as direct marketing and advertising via e-mail.

Carefully analyzing the figures for these individual groups, we can understand better in which direction to orient further advertising support. New and repeat visits. Comparison of percentage of new and returning visitors helps us to understand, it is possible whether to retain customers. This indicator also helps to get an idea of how many times a customer visits the website of the company before you commit to a purchase.

It is important to consider the purposes for which created the site. If we are dealing with an online store, it is essential that users went to it again and makes another purchase. However, if this is the site of the restaurant, its purpose can only be the fact that its visitors can get acquainted with the menu and check the time of the institution.

3.6 Technologies of company promotion in the Internet

Now, the concept of Internet technology is inextricably linked with e-commerce - the purchase and sale of goods and services through electronic media (Internet). The reasons why e-commerce becomes such a popular concept:

Expands the boundaries of business. Every year more and more websites become an integral part of our life and business. The number of potential customers that use the Internet to search for products and services of interest is constantly growing, and this is only a small part of the opportunities that arise because of evolution in the electronic media. The Internet enables

business to open new paths to customers and trading floors located in any part of the globe, and at the same time it allows to be consistent and to act in a planned manner. (Stepanov, 2005)

Improves the relationship with customers. Buyers want to be serviced 24 hours a day, 7 days a week and during the holidays. The main achievement of the Internet - interactivity allows you to collect user requests without breaks for lunch and weekends. It is possible to provide suggestions with detailed descriptions and tips, and then visiting the site will be even more convenient, and, consequently, the quality of customer service will grow.

It gives an opportunity to strengthen the importance of information. The Internet is a very complex medium of communication. It allows you to use various dynamic components and attractive presentations to attract the attention of potential customers. It is possible to add color, movement, sounds and video images to the information posted on the website, and get a much greater effect than using conventional media.

Reduces costs. Spending on marketing of goods or services (advertising, promotion, mailing, sending out surveys and press kit, marketing research of goods and services, etc.) can be significantly reduced. You can also reduce the cost of service and maintenance of customers who have already made purchases of goods or services. The Internet helps to bring business to foreign markets with minimal costs, since it quickly allows solving the issue of creating a representative office of the company on the Internet.

Characteristics of Internet technologies. The concept of the network as a kind of communication system, appeared in the history of mankind much earlier than the appearance of the first computer and browser. From the network of rivers that helped transport people and goods between ancient cities to the network of railways and networks that emerged with the advent of radio and telegraph. All this lies at the heart of the Internet, a network of networks that has made it possible to connect a multitude of heterogeneous networks into a single global information system.

Two key factors that hide behind the visible unity of the Internet are the use of a specific architecture for building networks and standard protocols. The main principle of the Internet architecture is that any device connected to the Internet has its own unique address on the world and can connect to any other device also connected to the Internet. In practice, despite this, there are usually various obstacles to free flow of information, by installing various firewalls, which is related to security issues.

Physically, the Internet network consists of two types of devices: connections between two nodes (can vary very much in the way information is transmitted - from telephone wires to satellite systems) and routers that determine the route or path connecting two nodes.

The main advantage of the Internet is that a typical user does not need to worry about the complexity and remoteness of the network where he is connected, he only needs to specify a name or Universal Resource Locator - URL (for example: www.asu.ru) in the address bar of the browser, In order to connect to the resource of interest.

Nevertheless, there are also negative sides in this appearance of simplicity. For example, a user wants to retrieve information from the server www.mde.ru, but in response, he receives an error message. In this case, the user calls for technical support to his Internet provider, but the main difficulty is that the provider usually does not have the ability to connect to the network in which the server is located www.mde.ru, and the transmitted data must overcome several different networks, be Processed by several routers that are on different continents to get to the destination. Very often the ISP does not have information about what caused the problem, when it will be fixed and it will not happen again. In the event that the data on the server www.mde.ru are very important to the user, then such a response is unlikely to please him, and maybe he will find the Internet to be an insufficiently reliable system and will prefer to use other sources of information and communication systems for his business. (Krylov, 1996)

A bit more about the address: The address is usually indicated by the type of protocol for data transfer (for example: http: // or ftp: //), and after that the port number is sometimes specified (for example: http: // mail. Delo.ru: 8010). But usually these parameters are substituted by the browser by default, so the user basically should deal only with the symbolic representation of the address. But character representations are created exclusively for the convenience of users and are translated into real four octet Internet addresses, so-called IP-addresses, using special servers called Domain Name Servers (DNS (Blum, 2014)

3.7 Criteria for the effectiveness of Internet advertising

Next, we turn to the review of technologies for assessing the effectiveness of Internet advertising. The effectiveness of Internet advertising is one of the subjects of Internet marketing analysis. The primary indicators used in assessing the attendance of an advertised website and analyzing the effectiveness of Internet advertising are hit and host. The number of hits on the

site per unit of time makes it possible to estimate the advertising capacity of the site. For a specialist in Internet advertising, the host is the user who browses the page (making hits). A unique user associates the unique IP address of the computer from which access is made.

In addition to hits and hosts, to evaluate the effectiveness of advertising, analyze the impact of advertising messages on the audience using relative indicators of CTR, CTB, CTI.

CTR - the main indicator of the effectiveness of Internet advertising (synonym - clickable, from the English Click-Through Rate -. Indicator of CTR.

CTR = {clicks} / {impressions} * 100 (1), where a click - one press of the advertising message, the show - one presentation of the advertising message to the visitor of the website. CTR is measured in percent, and is an important indicator of the effectiveness of the advertising message. (Hunt, 2012)

For dynamic advertising in "runet" (Russian internet), the CTR ranges from 0.1% to 3%. With good targeting, this indicator can grow to 10% or higher.

But you need to keep in mind when analyzing the effectiveness, for example, for image advertising, the CTR value is much less significant than the number of impressions and users' attention, so other parameters are required for efficiency analysis.

CTB - indicator of the effectiveness of Internet advertising (Click-To-Buy ratio) , measured as the ratio of

CTB = {number of buyers} / {total number of visitors}.

The CTB indicator reflects the conversion of visitors to buyers, it is sometimes called the conversion rate.

CTI - indicator of the effectiveness of Internet advertising (Click-To-Interest), measured as the ratio of

CTI = {number of interested visitors} / {total number of visitors}

Interested is the visitor of the site who has flipped several of his pages, or returned here again, or remembered the address of the site and the fact of its existence.

CTR depends on the type of advertising message and the circumstances of his show. CTB and CTI depend on the server of the advertiser. All the above performance indicators combine with each other, they are examined singly and, in accordance with the results of the analysis, influence the course of the advertising campaign of the Internet project.

VTR (view- through-rate) - indicator of subjective attractiveness of advertising tools * is estimated as a percentage of the number of views to the number of display advertisements, as well as serves as several latent responses of advertising contacts. (Yurasov, A., 2008)

4 Analysis and synthesis of own findings.

4.1 Methods and techniques of researching Internet advertising as a tool for promoting the company "Desired House"

The company "Desired House" is one of the largest companies in the Altai woodworking industry engaged in harvesting and processing wood. Since 2009, one of the company's strategic directions has been the development of the wooden house building industry in the region. To this end, within the framework of the company, a project aimed at creating a complex of house-building production and production facilities with in-depth processing of wood was developed and implemented to produce a series of spacious, eco-friendly, affordable wooden houses and all the necessary components for them.

Within two years, the company built and launched factories to produce houses from profiled beams. The workshop to produce wooden windows and doors, a workshop to produce molded products, a workshop for the production of wooden stairs started. In all these modern industries created in rural areas, the latest Western technologies are introduced, which allows producing high-quality products.

The tree from ancient times, both in Russia and other countries of the world, serves as a material for the construction of housing and farm buildings. Certainly, modern man has other requirements for the appearance and comfort of his house. They are fully responsible for building materials obtained because of the application of new technologies for woodworking. Thanks to this, today more and more people, taking care of their health, prefer eco-friendly wooden houses. Among the newest materials from wood by popularity one of the leading places is occupied by a profiled bar.

Considering the world trend in the market of low-rise construction, since 2008, within the framework of the project for the development of the wooden house building industry, the company "Desired House" has started the production of houses, garages, baths and other buildings from profiled beams. At present, two house-building plants with a total capacity of more than 22,000 cubic meters of products per year (200-250 sets of houses) are equipped with equipment from the world's leading manufacturers, some of which have no analogues in Russia.

The houses produced are eco-friendly, have high strength, low thermal conductivity, good sound insulation, natural decorative and durable. The service life of such a house is more

than 150 years. This is mainly due to the technology of profiled beam production. The profiled bar is made of selected types of wood; it has a more stable and rigid geometry in comparison with other materials from the forest. The surface of the profiled bar, made with observance of all technological requirements, is smooth and smooth. Due to this, houses from profiled timber do not require internal and external finishing.

To produce the building beam, the splicing lines of the German company "SMB" are used, which ensure the special strength of the joints and the perfect geometry of the finished products, and for its profiling a powerful four-side planer of the company "Rex" (Germany). The pride of the factory to produce houses from profiled beams is the automatic machining center "Logmatic" (from the Finnish manufacturer "Makron Engineering"), which is the third center of this series and the first one imported into Russia. Moreover, the factory installed a processing center K2i firm "Hundeger", and a tandem of two such diverse machining centers at the time the plant was launched in 2009, no manufacturer in the world. At these processing centers, all types of grooving are produced, including: crown, dovetail type, bay hole, angle cut, longitudinal cut into half-timber, etc. Using the software, transport packages with ready-made structures are formed.

From each lot, control samples are taken to check the quality of the products. Tests are conducted to determine the strength of the adhesive seam and its ability to pass moisture, which guarantees a healthy "breathing" atmosphere in the room.

Today the house-building combines of the company produce houses from profiled beam of various sections and a maximum length of up to 18 m. The production time of the house kit according to the standard design is from 1.0 to 1.5 months. The term for the manufacture of a house kit for an individual project is from 1.5 to 2.5 months. You can order an individual project of a house, a bathhouse or a garage in the project department of the company, standard house designs are provided free of charge. The final cost of the house kit is formed after the Customer approves the project and determines its final configuration. Depending on the location of the construction site, the company delivers house packages, both by car and by rail.

At the end of the design work and manufacturing, together with the house kit, the customer receives: working drawings (details on which the house is assembled), bill of materials, instructions for assembling the house, instructions for operating the house. Despite

the apparent ease of assembling a kit of such a house, its installation has several features. In this case, the period of installation of a house from profiled beams with an average area of 150 square meters. M. On the finished foundation will be about 4 weeks. After completing the assembly of the wooden set, grinding, erecting the roof, the beam is processed from the outside with a protective compound. Inside the room, all wooden parts are also treated with an antiseptic or paint and varnish materials. We also note that everyone can get an additional service of the company - service maintenance of their new house.

However, despite the leading positions and large volume of orders, the company management noted the low efficiency of the current corporate site, as well as the low efficiency of advertising companies on the Internet. In this regard, it became necessary to conduct relevant research, as well as the development of a new corporate website.

The relevance of the study is due to the lack of works in the field of Internet advertising devoted to the relationship between the visual appearance of the site, advertising and conversion of the site.

Stages of the study:

1.   SWOT company analysis
2.   Audit website
3.   Development of an advertising campaign
4.   Summarizing

Methods of research:

In my work, I will use situational analysis of the market (SWOT analysis), to find out the strengths and weaknesses of the company, as well as the experiment during the launch of the new site design.

Interpretation of the basic concepts:

1.   Internet advertising is advertising placed on the Internet; Representation of goods, services or businesses on the Internet, addressed to a mass client and having the character of persuasion.

2.   SWOT analysis is a method of strategic planning, which consists in identifying the factors of the internal and external environment of the organization and dividing them into four categories: Strengths, Weaknesses, Opportunities and Threats.

3.   Conversion is the ratio of the number of site visitors who have performed any targeted actions on it (hidden or direct instructions from advertisers, sellers, content creators - purchase, registration, subscription, visiting a certain page of the site, transition through an advertising link), to the total number of visitors to the site, Expressed as a percentage.

4.   The semantic core of the site is a set of search words, their morphological forms and word combinations, which most accurately characterize the type of activity, product or service offered by the site.

4.2   Analysis of the activities of the company "Desired House"

One of the main stages of planning the company's marketing policy is situational analysis of the market. Its meaning lies in a detailed study of the internal and external potential of the company. Consideration of the external environment of the company, which can represent both new opportunities for development, and conceal threats to development.

To determine the best strategies for promoting the company "Desired House" on the Internet, we will analyze the external and internal marketing environment.

Strengths

1.   High level of training of managers on work with clients.

Specialized managers work with clients, who are well versed in all stages of building houses. They regularly attend trainings and seminars to improve their qualifications, pass qualification tests. Thus, the client solves all his questions at one point of contact, avoiding the need for contact with technical experts. Gets information in an understandable and accessible language.

2.   Strong and recognizable brand.

Thanks to the good and harmonious work of the marketing department, the brand has a high degree of recognition relative to other market players. The company was one of the first in the region to conduct large-scale advertising campaigns using almost all possible media.

3.   Presence of own production capacities.

As already mentioned earlier, the company owns 2 wood processing plants with a total capacity of 22,000 cubic meters of products per year. This allows you to implement projects of any complexity and scale. And, perhaps, the key advantage is the low cost of production, because Work is conducted without intermediaries.

4.   Partnership with key players in the banking sector.

The company "Desired House" has entered partnership agreements with all key players in the banking sector, which allows it to significantly expand the range of potential customers. In addition, according to the terms of the partnership agreement, the bank provides the clients of the company with one of the most favorable conditions for lending, which also increases the competitiveness of the offer.

5.   Extensive work experience.

Despite its small age, the company produced about 6,000 square meters of residential and non-residential real estate.

6.   Positive image of the company.

For its short history, the company managed to visit many professional exhibitions and fairs in the cities of the Altai Territory and Siberia, where it was awarded prizes in the categories "Product of the Year" and many others.

7.   Large range of goods and services.

In addition to construction on a turn-key basis, the company provides several additional services, such as: architecture design, design, construction and repair works, roofing works, installation, finishing, finishing works, flooring, repair, construction, laying of finishing materials, engineering systems and Communication, rent of special equipment and equipment, freight.

8.   Constant control over the activities of competitors and the state of the market.

The company constantly subscribes to the main advertising publications of the region and the country, various tenders in construction (magazines, newspapers), a subscription to the

Internet version of publications about construction and repair, which prints information about all construction companies in Siberia and Russia, on volumes Production of all construction companies in Russia according to the State Statistics Committee of the Russian Federation and many other information.

In addition to various publications on construction and repair, the company receives newspapers and magazines that provide information to the company's employees on the economic situation both in the country and abroad, as well as various information necessary for work ("Secrets of the Firm", "Expert", "Russian Newspaper ", etc.).

9.   Fast order processing.

Despite its small composition (with the company employing about 20 people excluding production workers), all orders that come from existing and potential customers are processed, and the response is given to the client within 1 working day (which is much faster than other construction companies). This feature of the company allows you to work not through agents, but directly with customers.

Weak sides

1.   High cost of goods and services.

About the existing costs for staff training, marketing activities and large-scale advertising campaigns, the company cannot afford to offer the lowest price in the region for its goods and services, which partly helps with working with a solvent audience. However, in the segment of economical housing, the company cannot compete.

2.   Spontaneous diversification.

New areas of the company's activities are spontaneous. The necessary specialists in the state are absent. The quality of the services provided depends on the choice of the subcontractor. The reputation of the company is constantly under threat.

3.   The presence of more specialists in a narrow profile.

Additional financial costs in the development of the project, production facilities, t. The number of specialists attracted is often several times higher than that of competitors.

Capabilities

1.   Optimizing the range of goods and services and companies

At the moment, "Desired House" offers all kinds of goods and services in one way or another related to construction. However, for the future the company plans to optimize the range of products and services offered. Optimization means the definition of the most sought-after areas, and accordingly, the rejection of unpromising in favor of improving the quality.

2.   Diversification of production

Every year new trends in materials / equipment are born in the construction market. In order to keep up with competitors, the company "Desired House" plans to launch directions for the production of concrete products.

3.   Acquisition of land for the cultivation of trees.

To increase the quality of materials used, as well as to reduce transportation costs for the delivery of raw materials (currently timber is delivered from the Krasnoyarsk Territory), the company plans to purchase land for the purpose of growing valuable species of wood for its own needs.

4.   Entering new markets.

To increase revenue in the near future, it is planned to open sales offices outside the Siberian Federal District.

Threats

1.   Great competition

The construction market (both in Russia and abroad) can be described as a market where many companies, firms offering similar products at a similar price are located. Thus, the company "Wanted" has to work in not easy conditions and due to the fact that the price of goods and services is above average, the company has to compete for high-quality customer service.

In addition, strong competition exists on the part of construction companies working with other materials (cheaper than the bar). The company should not forget about these competitors either.

2.   Seasonality.

Based on the data provided by both the State Statistics Committee of the Russian Federation and other statistical services, the demand for house-building fluctuates very much during the year: from May to August, there is an increase in demand, from September to December, a decrease. Those. The most successful months for work are: May-August.

3.   Unstable prices for raw materials.

The prices for the profiled beam produced by both the company "Desired House" and other construction companies are heavily dependent on the cost of raw materials, namely wood. Because the competition in the wood market is not high enough, and demand often exceeds supply, suppliers have the right to dictate the level of prices they are interested in. According to the company's initial data, to illustrate the example of using a swat analysis on a construction company, we will compile the SWOT matrix.

Table 4"The SWOT matrix"

Opportunities	Threats
1. Optimize the range of goods and services and the company 2. Diversification of production 3. Acquisition of land for the growing of trees. 4. Entering new markets.	1. Big competition 2. Seasonality. 3. Unstable prices for raw materials.
Strengths	Weak points
1. High level of training of managers on work with clients. 2. Strong and recognizable brand. 3. Availability of own production capacities.	1. High cost of goods and services. 2. Spontaneous diversification. 3. The presence of more specialists in a narrow profile.

4. Partnership with key players in the banking sector.
5. Great work experience.
6. Positive image of the company.
7. Large range of goods and services.
8. Constant monitoring of the activities of competitors and the state of the market.
9. Fast order processing.

Source: own

Thanks to the fact that the company "Desired House" has already formed a positive image of the company, "Desired House" can develop new markets for itself, and also win a large share of the markets of those cities in which it already exists. In addition, its strengths, such as a large production base and a high level of managerial skills, can also contribute to the successful promotion of the company's products in new markets.

Optimize the best there is a big assortment of the company's product is facilitated by the fact that the company's managers constantly monitor the activities of competitors and linen products market conditions, and they are in direct contact with customers and implementing the company's products, study the desires of our customers and their needs in linen products.

Excellent customer service and fast order processing are the main distinctive features of the company's "Desired House", which helps it to survive in the face of strong competition, taking its market share.

Meanwhile seasonal fluctuations in the demand for manufactured goods can be mitigated thanks to the production of such products, which may interest the customer even during the downturn in demand for the basic product range. In addition, the "Desired House" company cannot stop its production capacity at the time of falling demand in the market, but rather to engage in the production of goods, which will be implemented in the months of high demand. To volatility in raw material prices could not exert a strong influence on the pricing policy of the company, the following measures can be taken: to buy land and start construction in growing trees. Thus, the company can prevent itself to sharp changes in prices for its products due to existing stocks of raw material grown on their own land.

The strategy was built in such a way that, due to emerging opportunities to try to overcome the weaknesses of the company. The main weakness of the "Desired House" company is a high level of prices for manufactured products. To solve this problem, it is necessary to optimize for the purchase of raw material costs, as well as to staff generalists. Due to this lack of demand at the level of prices will be slightly lower.

Due to strong competition, which is characterized as a high level of customer service is not enough to stand out for the construction market. Sooner or later, the company will acquire the company's image, the products are not of the highest quality, but who know how to sell a client manager. A preconceived opinion about the company, as we know, is very difficult to change. In addition, to expand markets and to reach a higher level of sales, you must provide a range of products in the wide range of prices. In this case, the low prices will affect the willingness of several customers to purchase the company's products.

The presence of strong competitors puts the company in a very vulnerable position. Companies need to create from their employees unified team working towards a common goal. Otherwise, the company will be difficult to keep the leaders in their industry and maintain its position at a decent level. Thus, the SWOT-analysis has allowed us to make important policy conclusions to help the plan.

4.3 Website audit and launch of an advertising campaign

Www.desired-house.ru <http://www.desired-house.ru> (mirror to the desired address-house.ru) - the company's website. Region of work - Siberian Federal District. There is a search promotion. The problem is a low conversion. Accurately measure the conversion is not possible, because the site does not realize the possibility of buying or ordering. Most calls are recorded by phone and data on them are difficult to calculate.

To analyze traffic distribution on the pages of the site, we will use Yandex. Metric, which is installed on the site. We analyze the exit points. This is the page where the user hits when he comes from somewhere on the site. So, we determine which pages are the entrance for most visitors. So, the main entry point to the site is the main page (the seo effect - in this section there are good thematic and unique texts). Heavy traffic - to the main. Only 3% - in the catalog of projects (on the site the catalog is now more conditional - the sections are half empty and the

objects there are presented in very condensed form). The rest of the pages are visited by single visitors.

URL	Visits	Rejections	Depth of view	Time spent on the site
	Визиты	Отказы	Глубина просмотра	Время на сайте
1. — desired-house.ru	3 455	36,5%	6,2	00:05:08
/	1 472	23,1%	8,8	00:06:57
/stroitel-stvo/*	711	37,8%	4,9	00:04:09
/bani/*	372	43,3%	3,1	00:02:03
/category/*	137	32,1%	6,9	00:08:36
/zhelanny-j-dom-za-1-mln-250-n.blej/*	125	60,0%	5,0	00:04:49
/voprosy-i-otvety/	86	66,3%	3,5	00:03:51
/dizajn/*	68	48,5%	3,3	00:01:51
/o-kompanii/*	61	41,0%	6,5	00:03:54
/portfolio/	52	46,2%	5,2	00:04:14
/vy-stavka-stroitel-stvo-blagoustrojstvo-inter-er-2013/	44	75,0%	2,6	00:01:51
/zhelanny-j-dom-zahodi-i-zhivi-80-kv-m-za-1-mln-500-t-r/	43	72,1%	3,1	00:02:42
/proekty/	40	22,5%	5,2	00:03:49

Source: own

The reason is visible from statistics on traffic sources - the main traffic to the site comes from the search engines (natural issuance, contextual advertising is not conducted). In the issue of high-frequency requests - the main page, for low-frequency - optimized articles.
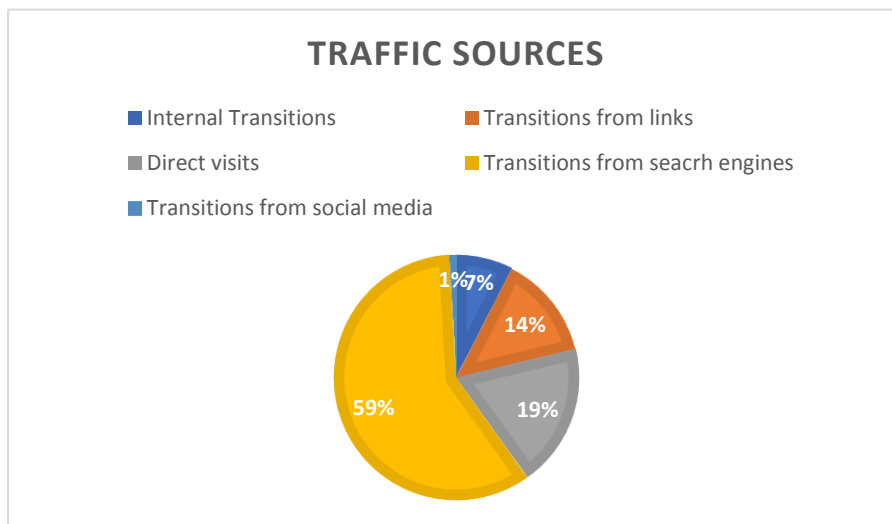
Source: own

In three months, 4,115 visitors came to the site, of which 99.4% were new (the number of users returning to the site is extremely low). Viewed 21 952 pages. The average bounce rate is 39.8% (which means that almost 40% of visitors only view one page, and close it no later

than 15 seconds after opening.) These visitors will not order anything and will not contact the company). Accordingly, the remaining visitors (approximately 950 people per month) view an average of 5 pages each, which means they are trying to find the information they are interested in. If they do not find it, they do not order anything either. It is necessary to solve two problems - to reduce% of refusals and to help visitors find the information of interest when viewing the site, and encourage them to contact the company. Analyzing failures for the most popular entry points (in metric, failures are visits lasting less than 15 seconds, within which only one page is viewed): House - 38,6%; Pages of projects section - on average 66.3%. The percentage of failures is very high. The reason can be either no-purpose traffic, or problems on the input pages. It is necessary to check both options.

Analysis the requests for which users come (Metric: "Sources" - "Search phrases"): traffic for non-targeted requests is practically nonexistent. The bulk of traffic falls on low-frequency requests such as "text_query from the beam": Accordingly, the reasons for a large number of failures and low conversion should be sought on pages where users come.

Total, recommendations on the points of entry to the site:

Accept exit points as is. It's difficult to change them for a long time and it's not necessary yet. Especially, the site is search engine promotion. The fastest way is to solve the problem by making changes to the pages on which the main traffic is currently going to make them sell. Therefore, it is necessary to upgrade the main page of the site and section projects.

The website: bright and catchy design, uses a lot of styles to design blocks of information. The graphic block in the right part of the cap (hands and house) looks like a clipart and in general spoils the impression of the site (it is worth to abandon it). Old site design (Appendix 1)

There are problems with formatting. A lot of font design options are used. The texts are not decorated. Users should get a grasp, but they do not like it. A positive moment - what exactly does the company offer is understandable from the first glance at the main page - it is spelled out large and noticeable.

On the first screen of the main page there is not enough information that would prompt the user to continue traveling through the site. In general, the visual appearance is obsolete,

design moves of 5 years old are used, which is not the best way to affect the image of the company

Summing up: it is required to redesign the site. Bright and catchy colors need to be reassured, the fonts lead to the same style, correctly place the accents within the first screen of the main page, get rid of unnecessary information.

Let's move on to page analysis of the site:

1.   Houses page

The main page includes visitors looking for either the company itself (by name) or a supplier of products from profiled beams. Therefore, it should be easily accessible information about the company, contacts, services. Initially, the text on the main page was such that it created the impression that it was designed only to fill an empty space and to accommodate key phrases several times. He does not solve the problem of representing the company (in addition, do it better in a separate section). And written in such a way that it will suit any company in this field, it is enough to replace the name.

It is important to understand that people who are looking for a construction company on the Internet are primarily interested in such criteria as: reliability of the company, extensive experience, availability of customer service. Otherwise, they would use the services of foreign contracting brigades. Therefore, the text block at the top of the main page is recommended to be removed completely, replacing it with key areas of the company's activities. The text below - to rewrite the seller. At the same time, it is important to make the information about the company and its rich experience clear and understandable.

The task of redirecting visitors to the catalog of objects also does not solve the main page well enough: it is clearly seen from the click-through map that users of the site's website are currently using little.

There is no news in the company, since the main one does not show the latest events. They are recommended to be added to improve the conversion and loyalty of visitors.

2.   Section "About the company"

The section is a text page "About the Company", and four sub-pages - "About Us", "Implemented Projects", "Licenses and Certificates", "Contacts".

As can be seen from the click map, in this section users are most interested in the "About Us" and "Contacts" pages. Therefore, the more it is necessary to combine the pages "About the Company" and "About Us", to make contact information in the main menu.

The users of the departments almost do not browse. Therefore, it is enough to present them as a separate block on the "About the Company" page.

3.   Section "Catalog"

It is a set of photos, extremely uninformative. No prices, no cost of projects, no house plans. For the user, such a section does not represent any value, as indicated by a failure rate of about 60%. The "Construction" page now contains a very short text. It is recommended to supplement it with information about the completed objects. A separate block in this page includes a photo gallery of completed objects. The photo does not work in the gallery. This functionality needs to be improved. In addition, the page should add information on the order of construction services and a separate order form.

4.   Section "Bathhouses"

It is necessary to accompany thematic photographs. To put in order typography. Add more facts about the benefits of baths and other motivating texts. There is no telephone and office address in the header of the website. Such information is contained only in the basement of the site in the lower left corner. It is written in barely distinguishable small print. The link to the contact page is in the second menu level. For greater availability, you need to take it to the first level. It is necessary to place contact information in the header of the site on each page. Navigation on the site is difficult.

First, it confuses users. The site has separate pages with names that do not bear meaning: "Construction" and "Design."

In addition, the company has two activities - the sale of houses and baths. With the current organization of the site information about the sale of houses is only available from the second level of the menu (users do not go there almost). And the lack of a working catalog of projects creates the impression that the user was in an idle online store.

As you can see from the link map (Metric: "Behavior" - "Map of links") for three months there were about 30 clicks on each of the links in the catalog menu. During the same time, clicks on the link "About the company" was 10 times more. Transitions to the catalog are more from the central unit on the main page than from the menu.

Visitors to the site cannot navigate the menu, so they often try to use the search and site map - this can be determined by analyzing the click map ("Behavior" - "Click Map"). The search on the site does not work, and the site map duplicates the main menu. It is recommended to abandon the site map, and search for repair. In this case, for searching, there is no need to make a separate page, you can put the search field on the header.

5 Recommendations

1. Refuse the second level of the main menu, leaving the following items:

2. Catalog - link to the main page of the project catalog;

3. Credit - this section is recommended to be added;

4. Portfolio - on the page place and information text, information about the implemented projects and a gallery of completed works;

5. About us - on the page place the text about the company;

6. News;

7. Vacancies;

8. Contacts.

This organization of the menu will make easily accessible information about all areas of the company's activities, will eliminate duplicate items, will save users from unnecessary clicks that are now required to view the pages of the second level. Make items the main menu is larger - on the site header there is enough free space for this. Based on the above recommendations, a new visual appearance of the site (Appendix 2)

Now having on hand a extensive set of information about the company, about the features of the business, and also a new site redesigned taking into account the recommendations of experts on usability, we can proceed directly to the advertising campaign.

Before starting it is necessary to compile the semantic core of the site. The semantic core for the site is a list of words and phrases describing its focus and themes. For large sites this list can number several thousand words. The definition of a semantic core is the basis for the formation of a promotion strategy. Depending on the semantic field, technical optimization is performed, target pages are selected, the content of the site is formed, etc. Semantic core in many ways ensures the effectiveness of promotion, helps to get targeted visitors.

Now let's see how the semantic core is made up. First, you need to enter a few basic concepts.

1. All requests entered by users into search engines can be conditionally divided into:

2. High frequency (HF)

3. Medium Frequency (MF)

4.   Low-frequency (low-frequency)

The request is attributed to a particular group, depending on how often users are typing it in the search engines. Certain frameworks and boundaries separating HF from MF, and MF from LF queries, do not exist. They strongly depend on the subject matter, but we will consider low-frequency requests that are typed up to 500-700 times a month; Mid-frequency - up to 1-2 thousand times a month; High frequency - more than 2 thousand times a month.

Three important concepts:

1.   Primary queries are queries that characterize the resource "in general", which are the most common in the subject matter of the site. For example, for the site of the company "desired house", the primary requests are: houses of timber, a desired house, etc.

2.   Basic queries are queries that will be included in the list of the semantic kernel, those on which promotion is advisable.

3.   Associative (auxiliary) queries are queries that are also typed by people entering basic queries.They are most often similar to the basic requests.

When creating a semantic kernel, it is important to consider the following points:

a.   The kernel should contain both general and "narrow" queries. Using exclusively low-frequency queries will bring targeted visitors to the site, but the amount of traffic will be much less than for high-frequency keywords. The prevalence of general requests will have a negative impact on behavioral factors;

b.   It is necessary to use associative keywords when composing a semantic kernel (on related topics). This will make the texts more attractive to search engines and site visitors;

c.   You cannot neglect keywords with errors that users can make inadvertently ("buying automobile"). Search engines find answers for such requests;

d.   Formulate the semantic core of the site will help automatic online services. Consider the example of Yandex. Wordstat. The service helps in compiling a list of keywords, allowing you to get query statistics in Yandex. All you need to do is enter a general query. At the output, we get lists of the main and auxiliary queries with the forecast of the number of impressions per month.

So, we get the following semantic kernel.

Inquiry	Impression Forecasts
Houses + of lumber	16473
House projects + from timber	3718
Houses + turnkey	2888
wooden houses	12269
Turn-key houses	11183
Bath + from the bar	4967
Profiled beams	3130
Building + from timber	2072
Building houses + of timber	1498
House + of lumber turnkey price	1406
Houses + from a beam on a turn-key basis + in Novosibirsk the price	1006

We form an advertising company in Yandex Direct.

Figure 3 "Adverstising company"

This includes keywords, place of an ad, CTR forecast, Show-ups forecast, Budget forecast consequently.

Source: Yandex.Metric, own

The goal is the desired result of the advertising campaign, for example, the completed application form, the transition to the page with contacts, payment for purchase, etc. In Yandex.Metric has 4 types of goals:

a. Page views,
b. Visit a particular page,
c. Compound goal,
d. Event.

In total for one site in Metric you can set up to 10 unique goals.

a. Page views. By configuring this type of goal, we specify the minimum number of pages viewed on the site, which is an indicator of the success of the visit. In our case, every visit for which the user viewed at least 3 pages will be considered successful.

b. Visit a specific page. When setting this goal in Yandex. The metric must indicate which site page is considered desirable. In our case, the goal will be to visit the "Thank you for your question" page, which appears after the site visitor has filled in the form. The site can be specified as a specific, static, or dynamic, but with a set of permanent symbols. Any visit when a user visits a page with the specified URL or part of the URL will be considered as the target.

c. A composite goal is a goal containing several conditions, i.e. Site visitors must go through several consecutive steps. In our example, we will not use compound goals.

d. Event. An example of an event is the click on a certain button on the site. In our case, this is the "Ask a Question" button. To track the target event, you will need to make changes to the page code.

All the necessary preparatory work has been carried out. Now we have to submit ads. We expose the settings of temporary targeting (in our case it does not play a special role, since all applications will be sent to e-mail): Next, the region displays our ad. In our case, the display regions are regions of the actual presence of the company's sales offices, i.e. Altai Territory and the Novosibirsk Region. After that, go directly to creating ads for our requests (the semantic kernel). For each key query, we will write a separate advertisement, because it should contain the maximum repetition of the keyword. At the final step, we assign the maximum price that

we are willing to pay for one visitor. In our case, this is 10 rubles. We send the announcement for moderation. After the approval of the moderators, the advertising campaign is launched. And it remains for us to make intermediate measurements (if necessary). After a month of displaying contextual advertising, we have the following data:

Figure 4 "Intermediate measurements"

Source: own

As you can see, the failure rate has decreased more than twofold, but at the same time, the depth of pageview has also been reduced by about half. This is a good indicator, which indicates that users are now very quickly find the information they are interested in on the site without resorting to a method of searching through all the pages of the site.

The number of users who returned to the site repeatedly (column returned) accounted for almost half of all visits. Thanks to the new design of the site, we managed to create a similar type of users from scratch (previously their percentage was about 5% of the total number of users). The number of applications from the site received in a month amounted to 39, considering the specifics of the company's activities, high margin - this is a very good indicator. The approximate cost of attracting the client was 641 rubles.

6   Conclusion

In carrying out the thesis "Internet advertising as a tool to promote the company's" Desired House ", in accordance with its purpose was to collect and systematize information on the theoretical rationale and methodology for the development of an advertising campaign, redesigned the visual appearance of the corporate website, revealed the dependence of the conversion of the visual appearance of the site.

The following tasks have been predetermined:

1.   The study of the advantages and features of Internet advertising.
2.   The study of the principles and characteristics of the work of the Internet
3.   Study of types of Internet advertising
4.   The requirements for a modern corporate website
5.   Defined goals and objectives, which must be determined by creating a corporate website
6.   The study of analytics tools to track the effectiveness of your website
7.   The study formulas for the calculation of the efficiency of the advertising traffic

In solving the problem of studying the concept of Internet advertising and its classification were studied concepts that are in different sources, it was also examined existing types of Internet advertising. The theoretical part of the thesis ends with the consideration of ways to measure the effectiveness of online advertising and web site. To solve the problems on the impact of the visual appearance of the Web site on its conversion has been made several necessary preparatory works. Namely:

1.   Conducted a comprehensive audit of the company's "Desired House", has the problem that marked the company's management
2.   Conducted a situational analysis of the market (SWOT-analysis), during which revealed the strengths and weaknesses of the company, identify opportunities and threats, which are then considered in the audit of the corporate web site.

Next we moved on to the corporate site audit, during which the following weaknesses have been identified:

i. Excessively bright colors of the site, which impedes the perception of information;

ii. Fonts are not designed in the same style; the perception of information is difficult;

iii. Not enough information that prompted the user to the target action;

iv. The visual appearance of the whole outdated and lacks credibility among the target audience

v. At elimination of these drawbacks, the main hypothesis of the thesis should be confirmed.

After the audit was carried out a series of final work before launching the advertising campaign:

b. Defined primary, primary and secondary requests;

c. Composed of semantic core site;

d. Defined goals in Yandex. Metric.

After the completion of the advertising campaign, the first hypothesis was confirmed - the percentage of conversion of the site had risen to 0.4%. The second hypothesis is also confirmed - return rate increased to a record 50%. Thus, the objects are achieved in full, the purpose (integrated development campaign Web site as an example "Desired House" Company) is reached.

7 Summary

This thesis was focused on creating an advertising campaign for a company "Desired House", which produces wood. The company "Desired House" is one of the largest companies in the Altai woodworking industry engaged in harvesting and processing wood. Since 2009, one of the company's strategic directions has been the development of the wooden house building industry in the region. To this end, within the framework of the company, a project aimed at creating a complex of house-building production and production facilities with in-depth processing of wood was developed and implemented to produce a series of spacious, eco-friendly, affordable wooden houses and all the necessary components for them. However, their marketing activities did not allow it to prosper in its full scope.

In theoretical part I observe the development of marketing concept as a whole and theoretical basis of online marketing in particular. The information was primarily derived from the books and online resources. The important part was the researching part of online advertising and its measurement.

In the practical part, primary source of data is internal to the company observed. The tools of Yandex.Metric was used to measure and plan advertising activities. SWOT analysis was performed to assess company's abilities and areas in order to develop.

In the last part, an advertising campaign was carried out based on recommendations. The website was renovated.

Key words: online marketing, online advertising, promotion, website

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9 List of figures, tables

9.1 List of figures

9.2 List of Tables

10 Appendix

Old website design company "Desired House"

Redesigned visual appearance of the site, considering audit