

- it is necessary to develop the methodology for estimation of the cost of accidents in the Republic of Belarus in order to ensure efficiency of decision making;
- improvement of the system of the state control under the conditions of the transfer of the controlling authority to the Ministry of Transport;
- optimization of the conditions for operation of vehicles, taking into consideration economic, environmental and accidental losses;

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MARKETING AND INTERNET MARKETING

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspapers and magazines.

If you're not using internet marketing to market your business you should be. An online presence is crucial to helping potential clients and customer find your business - even if your business is small and local. Online is where the eyeballs are so that's where your business needs to be.

According to Strategy Analytics, in 2015 digital advertising accounted for approximately 30% of overall spending on advertising, or \$52.8 billion. This still puts it almost \$30 billion behind advertising spent on TV. However, online advertising grew by 13% in 2015, the fastest of any category.

Internet marketing can also be broken down into more specialized areas such as Web marketing, email marketing and media-marketing:

- *Web marketing* includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO).

- *Email marketing* involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.

- *Social media marketing* involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg.

- *Search engine optimization (SEO)* involves the optimization of landing pages within your website to increase the number of visitors.

While the obvious purpose of internet marketing is to sell goods, services or advertising over the internet, a company may be marketing online to communicate a message about itself or to conduct research. Online marketing can be a very effective way to identify a target market or discover a marketing segment's wants and needs. An online presence is crucial to helping potential clients and customer find your business - even if the business is small and local. Online is where the eyeballs are so that's where your business needs to be.

According to Forrester Research, U.S. online retail sales are projected to reach \$370 billion by 2017, so online marketers are constantly devising new internet marketing strategies in the hopes of driving more traffic to their websites and making more sales.

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Internet Marketing is very important

According to Link Humans, as of 2016 more than 3 billion people worldwide have internet access.

This gives a marketer an unprecedented number of customers to reach with product and service offerings, available 24 hours a day, 7 days a week. The interactive nature of the internet facilitates immediate communication between businesses and consumers, allowing businesses to respond quickly to the needs of consumers and changes in the marketplace.

Online reviews have become one of the most important components in purchasing decisions by consumers in North America. According to a 2013 survey conducted by Dimensional Research which included over 1000 participants, 90 percent of respondents said that positive online reviews influenced their buying decisions. Interestingly, negative reviews typically came from online review sites whereas Facebook was the main source of positive reviews. Forrester Research predicts that by 2020 42% of in-store sales will be from customers who are influenced by web product research.

The Impact of Social Media

According to STATISCA, 76% of the U.S. population has at least one social networking profile and by 2020 the number of worldwide users of social media is expected to reach 2.95 billion (650 million of these from China alone). Of the social media platforms, FACEBOOK is by far the most dominant – as of the end of August 2017 FACEBOOK had approximately 2.5 billion active users worldwide, comprising 26.3% of the global online population (STATISCA).

Mobile devices have become the dominant platform for FACEBOOK usage – 68% of time spent on FACEBOOK originates from mobile devices. Other popular social media platforms for marketing include Twitter, LinkedIn, PINTERSET, and YouTube.

From a marketing perspective social media is becoming more and more important, however many businesses are unsure whether embracing social media has improved the

bottom line as it is difficult to correlate social media marketing activities with increased sales.

According to Business 2 Community:

- 90% of adults aged 18 to 29 use social media (compared with 35% of those over 65)
- One third of millennials say that social media is their preferred way to communicate with businesses
- 84% of CEOs and VPs say they use social media to help make purchasing decisions
- All 100 of the top global brands maintain at least one company YouTube channel, and more than half (27 of 50) of CEOs in top global companies have appeared in a company video
- Despite the lack of metrics or executive involvement, the share of overall marketing budgets devoted to social media marketing is expected to increase from about 10% on average to nearly 25% by 2021

Digital marketing (also known as data-driven marketing) is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. It is very important for internet marketing special for Lebanese economic activities.

Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

1. *Online behavioral advertising* is the practice of collecting information about a user's online activity over time, «on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.

2. *Collaborative Environment* A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications.

3. *Data-driven advertising* Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying.

4. *Remarketing Remarketing* plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speaks, they have either searched for particular products or services or visited a website for some purpose.

5. *Game advertising* Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in

sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

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СОСТОЯНИЕ РЫНКА ТЕЛЕКОММУНИКАЦИОННЫХ УСЛУГ ЛАТВИИ

Мобильный рынок остается наиболее динамичной частью сектора электронных коммуникаций в связи с увеличением объемов вызовов и бумом мобильного широкополосного доступа. Сотовая связь в Латвии осуществляется в форматах 2G, 3G и 4G [1]. Что это такое? «G» в данном случае, это generation или «поколение». То есть технологии мобильной связи второго, третьего и четвертого поколения. Пользователю устройства не надо их специально выбирать и вообще как-то задумываться об их использовании – если телефон, планшет или роутер поддерживают 4G, и есть поддержка 4G на конкретной базовой станции мобильного оператора, то общение по стандарту 4G будет происходить автоматически. Если 4G недоступно на стороне пользователя или оператора, происходит понижение до 3G, ну а если нет 3G, то устройство и базовая станция переходят на 2G. 2G или второе поколение – это технологии GSM (до 9,6 Kbit/s), GSMGPRS (56-115 Kbit/s) и GSMEDGE (до 237 Kbit/s). Поддержка есть во всех смартфонах и в подавляющем большинстве современных обычных мобильных телефо-