

## WAYS TO DEVELOP INTERACTIVE MARKETING MECHANISMS IN YOUR BUSINESS

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**Annotation:** This article discusses E-marketing as the process of selling a product or service using the internet, which requires installing software that provides technological know-how, data input, and output functions.

**Keywords:** digital economy, E-marketing, electronic marketing, web marketing, marketing strategy, B2B business.

If you want to use interactive marketing in your business, you need to spend time understanding your market, its wants and needs, and the potential outcomes of your actions. First, identify the driving force that may lead to an interactive marketing activity. The best way to do this is through surveys and data analysis.

Second, define the marketing process that will drive the action. If the consumer has X, what do you want to happen? Do you recommend Y?

Third, set up your system. Online, this requires installing software that ensures data input and output of technological know-how. Develop a “sales system” that includes responses to certain questions from clients or consumers.

Fourth, evaluate. Is it working? Does your interactive marketing system lead to more sales? Are you receiving complaints?

Use the data to adapt your system. Interactive marketing, sometimes called event-based marketing, is a marketing strategy that uses two-way communication channels to enable consumers to directly connect with the company. Although this change can occur in person, in the last decade it has taken place almost entirely online through email, social networks, and blog posts. E-marketing (electronic marketing) is also known as internet marketing, web marketing, digital marketing, or online marketing. E-marketing is the process of selling a product or service using the internet. E-marketing not only includes marketing on the internet but also marketing carried out through email and wireless mass media. It uses a variety of technologies to connect a business with its customers.

The internet has had, and continues to have, a very strong impact on the formation and development of the global information society. As a social phenomenon, the internet is a global communication tool that enables the exchange of text, graphics, audio, and video data and provides access to online services across borders. It is an effective tool for research, trade and business development, and influencing audiences. The technological capabilities of the internet determine the rapid development of the global information society. As it develops, approaches to business management and marketing, as one of its components, are changing.

Let us consider some of the main features of the internet as a marketing tool. First of all, it should be noted that the internet is only one of the marketing tools, meaning it is another marketing channel in the company’s overall marketing mix. In terms of the number of users, the internet can already be compared with many mass media, so it makes logical sense to take it into account when forming a marketing strategy. Does the target audience include internet users? How easy is it to reach them through the internet? Most publications about internet marketing have been limited to online advertising. This has two distinct advantages over traditional marketing. E-marketing offers customers convenience and competitive prices, and it allows companies to reduce operational costs.

Since companies offer e-marketing and online shopping, customers can obtain market information from their computers or mobile phones, buy goods or find services 24 hours a day, seven days a week without leaving their homes. They can read advertisements on the internet or via email, view electronic coupons and product images, compare prices, and make purchases with just a few mouse clicks. Compared to a traditional brick-and-mortar store, customers have the opportunity to save time and money by shopping independently. At the same time, e-business reduces distribution channel and physical store space costs, and this cost savings is passed on to customers.

To use E-marketing more effectively, electronic business managers need to understand online consumer behavior, electronic marketing methods, disadvantages arising from traditional marketing, weaknesses, and the challenges of electronic marketing. Each of these aspects is discussed separately. In fact, internet advertising clearly emphasizes the differences of the internet, its new forms. Advertising is consumer-oriented. Recent studies show that the use of internet technologies in marketing can save economic resources and generate profit.

The emergence and rapid growth of electronic commerce has shaped a new form in the modern concept of interaction marketing—Internet marketing—for B2B business (Business-to-Business), which defines the electronic environment of interaction between companies. Technically, this interaction is usually based on specialized open internet platforms that have a set of standard tools and rules. Interactive databases not only present large volumes of offers but also enable tracking the order fulfillment process. B2B transactions often involve organizing wholesale delivery of goods and placing orders with manufacturing plants. B2B is more characteristic of partnership than traditional selling. It is not mass-oriented but focused on long-term cooperation. In business partnerships, a “sell and forget” approach is not acceptable. Therefore, more reliable communication is required. As a rule, cooperation is managed by a dedicated manager from both sides or a joint team working on all issues. Often, important negotiations take place several months before the first agreement is made. For example, the seller is a wood processing plant, and the consumer is a factory that produces and sells furniture. Similar relationships exist in construction, automotive, food, and other industries.

B2C (Business-to-Consumer) is a type of electronic commerce that involves transactions between legal entities and individuals. Today, B2C is the most popular form of electronic commerce. In this case, activities are aimed directly at selling to the consumer. Often, we refer to retail trade via the internet. These may be specialized shopping portals, electronic marketplaces, or direct shipments. As a result, buyers can choose and pay for goods suitable for their homes based on competitive offers from sellers. Sellers, by eliminating retail and staff costs and gaining direct insight into consumer preferences, can reduce inventory and exchange processes. One of the largest examples of B2C is, a book-selling website based in the USA with more than 50 million customers worldwide. It has managed to surpass traditional bookstores in the United States over the years.

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