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Вакуленко Д. – ст. гр. АГ-16-1

Центральноукраїнський національний технічний університет

ІНТЕРНЕТ-МАРКЕТИНГ – ГОЛОВНИЙ ІНСТРУМЕНТ РОЗВИТКУ АГРАРНОПРОМИСЛОВОГО КОМПЛЕКСУ

Науковий керівник : ас. Доренська А. О.

Vakulenko D.

Central Ukrainian National Technical University

INTERNET MARKETING IS THE MAIN TOOL FOR THE DEVELOPMENT OF THE AGRICULTURE-INDUSTRIAL SECTOR

Supervisor: Dorenska A.

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For today the Internet mostly comes forward person a powerful alternative marketing instrument for many companies. The internet helps quickly and effectively to use the information for an advertisement and sale of products, assists the best contact with potential clients and helps to extend a client base. For this reason internet-marketing it is expedient to inculcate in the practice of doing business and to the agricultural enterprises. Using the various constituents of the modern internet-marketing, enterprise, and organization of the agriculture-industrial sector will be able to quickly adapt to the changing market conditions and meet the trends of consumer "fashion".

The specific marketing of enterprises of the agriculture-industrial sector has fundamental differences from the specific of the analogical systems that are predetermined foremost by the specific of farming and characteristic properties of his products.

Internet-marketing instruments include four basic elements: e-mail, web site, software and any combination of these elements [2]. These usual methods of internet-marketing in an agrarian sphere work originally. The modern agricultural firm must have a web-site necessarily, pages in social networks and other systems the internet co-operation. Will consider the features of usual channels internet-advancement in an agrarian sphere:

1. Website of the company. Firstly, he is needed in order that a consumer knew, that an enterprise existed in general, renders desirable services and advantageously exudes between others. Secondly, a website exists for the grant of detailed information about the products of the company, description of products and her sample, photos, results of researches applications are real. In an ideal a client must get the exhaustive list of information that is given in a maximally simple form. The main purpose of the site is to get customer contacts and his interest in products (sales will be done by managers). The interim goal is to present the company and the products it produces, to answer important questions.

Without search engine optimization of advancement attracting consumers on a web-site is impossible. Necessary analysis of competitors and the introduction of materials for interested consumers to the searching queries. Expert information content will increase the prestige of the enterprise and further strengthen the position in the search engine.

2. Social networks. Any product can be bought for today, even rural economic techniques, through such social networks as Instagram. Exactly due to this social network it is

possible to conduct living dialogues with potential clients, to take off stories and not give to forget about the existence of your company. Instagram perfectly shows foods on business, bright photos or results of their application. But, the first place among social networks in Ukraine is Facebook, where there short information articles from the site and new product. Users with pleasure pass to the website, if material seemed to them interesting. Also Telegram and Youtube are gaining popularity with short digest news.

3. Email. Mailing shows good efficiency and allows you to send useful materials and electronic versions of catalogs and magazines, invitations to conferences, seminars and training for our customers. Given the number of competitors, to be present in all possible channels of interaction – rational and profitable. The more a consumer encounters a company at different sites, the more likely it is that he or she will mention it when the need for agricultural products arises.

4. Contextual and targeted advertising. This tool is one of the most effective for company development and product sales. Not even the high price of the service scares you. Once a week, managers are reminded of themselves, news of social networks, and context and retargeting catches up with consumers on virtually every site they visit. There is no way he will forget about the company or the product.

5. Video content. A video format is the best instrument for the presentation of material because today not many read long articles, all give advantage to the revision of video. Video reviews of satisfied clients and examples of the results of the application of foods of the company in their fields are another powerful trump for a company image. Besides, creating high-quality content is not cheap and requires effort. The client knows this, and therefore feels respectful and caring about himself. Sales of the brand and its images are gradually supplanting direct sales of agricultural products [3]. Video wins over text and social media is well aware of it. In the case of Facebook, these are live broadcasts. There are a lot more channels, but there is a trend towards almost every video. You should also remember that the duration of the video is crucial, and the first 2-3 seconds of the video decide whether the viewer will continue watching it. They say that the shorter the video, the better.

Internet-marketing can be examined as a new type of marketing, that envisages the use of traditional and innovative instruments and technologies in a network the Internet for determination and satisfaction of necessities and queries of the world consumers. Unfortunately, not all Ukrainian farmers now understand the importance of innovative technologies and the use of the Internet for the development of business. Perhaps one reason is a slightly different there is a bit another world view, but not having regard to it, some more young and progressive leaders already now use on a maximum marketing possibility on the internet, that is why they are more successful and have a high level of sale of commodities on Ukrainian and world markets.

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