

2. Погосова, А.А. Проблемы и перспективы развития электронной торговли в Республике Беларусь / А.А. Погосова, М.В. Денисова; науч. рук. А. В. Владыко // НИРС БГЭУ : сборник научных статей. Вып. 8. – Минск : БГЭУ, 2019. – С. 93-95.

UDK 316.77

A.V. Nikitina, *Candidate of economic sciences, associate professor*
(*S. Kuznez KhNEU, Kharkiv*)

INTERNET ADVERTISING AS EFFICIENT PROMOTION INSTRUMENTS OF SMALL BUSINESSES UNDER GLOBAL DIGITALIZATION CONDITIONS

Current market trends contribute to the enhanced development of new approaches to positioning and promotion of goods and services in the market.

In the modern world any organization is a subject to the intense influence of the information environment, which is developing rapidly based on expanding access to the global Internet in almost all points of the globe. Enterprises need to respond promptly to these changes and make effective use of the opportunities provided by the World Wide Web. The Internet today has become not only the most popular source of information about the surrounding reality but also in the area of promoting goods and services, attracting customers and finding partners for business [1; 2]. However, many current issues for the theory and practice of the use of online advertising in the management of modern small businesses still unexplored.

Free access to the Internet in almost all regions of Ukraine has not only dramatically affected information exchange processes but also had a profound impact on the marketing sphere [2].

In modern conditions many companies have been close, small and medium business and online commerce are developing that promotes development of Internet advertising. It is also inherent in it price diversity, which depends on the place advertising, but advertising in general The internet has a lower cost as opposed to most types of media advertising.

Structuring Internet promotion tools the goods are carried out by way of intermediary promotion (using an intermediate website) and the method of direct promotion (without using an intermediate web site).

For each method, the appropriate features are selected. Before structuring the tool Online product promotions are broken down into three groups:

funds relating to the direct method product promotion;
funds relating to the method of intermediary promotion of goods;
funds related to both methods at the same time (in each method the specificity of application differs) [1-3].

Social networks in recent years have become an integral part of society, and therefore, their use for promotion goods also proved to be in demand and relevant. The information received by users in social networks is perceived as independent of the market, due to this new promotion tools became available goods used through social networks. The tools of promotion in social networks include banner advertising, contextual ads, advertising in groups and communities, advertising in game applications, advertising, distributed through distribution content, independent expert advertising. The use of social networking tools is characterized by relative cheapness, but so far absolutely blurred level of "quality" is the customer.

To the means of promotion aimed at formation of the information environment in relation to the product or organization, the author refers blog entries, viral and guerrilla marketing tools on the Internet. At a well-formed marketing promotion plan using these funds can be achieved a significant effect without significant cash costs. The use of these tools is aimed at creating and maintaining consumer illusion through the opinion of the authoritative Internet users, publications on independent portals with good or bad reviews about the product, etc. For example, social networks, originally used to search for friends by interests and communicate with them, are now powerful advertising platforms that cover more than half of all network users of the Internet in the world [4]. Over the past few years, methods of promoting goods and services of companies through the World Wide Web have been actively introduced into the marketing practice of small businesses, while many traditional advertising methods are rejected due to poor performance. Many companies are successfully gaining their niche in the market through the publication of original content on social media, neglecting classical advertising, because Internet promotion has several advantages, including the development of brand awareness, capturing the target audience and the relatively low cost of advertising [3].

At the same time, the effectiveness of traditional mass advertising is gradually decreasing. Especially this they feel small businesses whose advertising budget is strictly limited due to small financial opportunities.

Reducing the return on traditional methods of promoting the company's proposals necessitates the search for new alternative ways of finding and attracting customers. With this purpose similar promotional activities are not only informing potential consumers about products company but also interaction with the client, involvement in various activities related to the advertised object, i.e. increase the interactivity of advertising. Internet

advertising can be considered as tools set to influence the target audience of a particular enterprise, which includes: placing advertising content on thematic sites, in Internet directories and directories, social networks, blogs and other communities, the use of banner networks, e-mail marketing, search engine optimization and corporate website promotion, etc.

This is a resource that allows users to combine be divided into groups depending on the field, type of activity, interests, etc.

In addition to the advantages, of course, there are disadvantages of social media marketing: high time, the need be sociable and be able to adapt to the audience, compliance with not all brands and types of services, high competition, negative consumer impression in case of wrong approach.

Today most progressive companies create their corporate pages and communities in many popular social networks (VKontakte, Facebook, Odnoklassniki), through which they actively interact with the target audience, fill the pages with useful and exciting content, conduct quizzes and contests among users. At first glance, it might seem that all these actions are mostly entertaining in nature, however, all actions aimed at communicating with the target audience act as one of the most powerful tools to increase brand loyalty to the organization [4].

Thus, we can draw the main conclusions. Firstly, rapidly developing an information environment and gradually decreasing efficiency from traditional advertising stimulate enterprises to search for alternative marketing solutions. Secondly, the most promising, innovative direction of marketing today is Internet advertising, including advertising on search engines and social networks. Thirdly, the advantages of online advertising, such as targeting an advertising message and the ability to automate many advertising influences, significantly reduce the cost of an advertising campaign, the interactivity of advertising content creates a positive image of the company among the consumer, and free access to statistics allows you to evaluate the effectiveness of decisions made.

References:

1. Векшинский А. А., Тывин Л. Ф. Интернет-маркетинг как новое направление в современной концепции маркетинга взаимодействия. *Технико-технологические проблемы сервиса*. 2012. № 2. С. 102-108.

2. Попкова Е. Г., Ионов А. Ч., Токарева И. В. Эффективность рекламы в социальных сетях. *Известия Волгоградского государственного технического университета*. 2014. № 4 (131). С. 85-90.

3. Скригун Н. П., Кочмарук М. В., Гаврилова Т. В. Социальные сети как современный и эффективный инструмент маркетинга. *Альманах современной науки и образования*. Тамбов: Грамота, 2014. № 2 (81). С. 162-164.

4. Nikitna A., Shalayeva A., Abraimova A. Analysis of small business role in the economy of Ukraine: problems and ways of improvement. *Східна Європа: економіка, бізнес та управління*. 2020. № 1(24). С. 16-23.

UDK 327

A.V. Nikitina, *Candidate of Economic Sciences, Associate Professor (Kuznez KhNEU, Kharkiv)*

S.O. Medvedeva (*Kuznez KhNEU, Kharkiv*)

THE SANCTIONS ECONOMIC IMPACT ON RUSSIA

Today, due to the high level of development of the world economy and international relations, there are many disputes between countries. For this reason, economic sanctions are becoming more common, because they are actually a tool to influence the state. Economic sanctions have not omitted our country, which is why this issue is relevant so we must analyze their impact on our society and evaluate the alternatives for Ukraine's entry into international markets, taking into account their direct impact.

At first, we will consider the term «economic sanctions». Economic sanctions are restrictive economic measures applied by one or more countries to another country to force the governments of the target countries to change their policies (various forms of trade barriers, tariffs and restrictions on financial transactions).

We can begin to talk over the main essence of the issue with considering Ukrainian sanctions against Russia and the reverse amount of sanctions. As a result of these sanctions, which were caused by the annexation of the Russian Federation to the Autonomous Republic of Crimea and interference in the military conflict in the east of the country, we have identified Ukrainian industries that have suffered losses. Ukrainian companies in the energy, mechanical engineering, metallurgy, light industry and agricultural sectors have lost markets and this is forcing them to look for new ones in Europe, Asia or overseas. And the reduction of exports from Russia of certain goods, i.e. the loss of a supplier, should give a boost to the domestic producer, i.e. force the introduction of import substitution policy.

Since 2014, Ukraine's trade with Russia has been declining, but for four years it remained our largest trading partner, as it failed to quickly redirect our products to new markets. In 2018, Poland became the main exporter, followed by Italy. After the anti-Ukrainian sanctions, a list of goods banned from importing into Russia was formed [1]. First, goods