Internet Marketing Technologies in the Organization's Activities: COVID-19

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Abstract: The article discusses Internet marketing technologies for the organization under study in the conditions of COVID-19: features of the company's promotion in the «Odnoklassniki» social network; development of a content plan layout, an algorithm for creating an advertising video and showing it on YouTube, a methodology for using e-mail, etc. The purpose of the study is to activate the activity of the company under study in such conditions, increase sales, make the company's brand recognizable, etc.The scientific novelty of the research lies in the development of an algorithm for creating and applying Internet marketing technologies for a company.The information base of the study is the documentation of the company under study, data from the Yandex Metrica website, data from Internet sources and periodicals.

1 INTRODUCTION

The time of digital marketing technologies and COVID-19 conditions direct business to develop and improve the efficiency of economic activity. The purpose of the study is to activate the activity of the company under study, increase sales, make the company's brand recognizable, etc.

2 METHODOLOGY

The research was carried out using such methods as analysis, synergy, modeling and others. The information base of the study is the documentation of the company under study, data from the Yandex Metrica website, data from Internet sources and periodicals.

3 RESULTS

The reason for using internet marketing is mainly due to the fact that the World Wide Web reaches a large number of visitors. According to a study by the InterPublic Opinion Foundation, at the end of summer 2020, the daily Internet audience was 60% of Russian adults, and the monthly audience was 70%.

Since most of the orders are carried out in bulk, the surveyed company is more focused on corporate clients. Accordingly, one of the main tools is the company's official website.

Internet agency "Klever" is working with the website of the company. Their activities include promoting the company and its product on the Internet, ensuring the normal functioning of the site, making changes, additions and corrections to the design, as well as finalizing the site at the request of the client.

The header of the page displays the brand logo, phone numbers, email, icons with links to social networks.

The company's website has the following sections:

1) Home page - reflects brief basic information about the activities of the company;

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71

2) Products - displays products presented in the following categories: toilet paper, napkins, towels, handkerchiefs, universal rags, base paper. Each of the categories contains a photo, a description of the product and the available assortment, quantity, cost;

3) Nega brand - contains information about the company, its advantages and vacancies;

4) News - reflects the main news, achievements of the company;

5) Articles - related to the activities of the company;

6) Promotions - reflects information about current and upcoming company promotions, conditions of their holding;

7) Partners - this section shows the main list of key partners of the company and information for potential business partners;

8) Contacts - reflects data for feedback (address, phone numbers, social networks).

Clicks on advertising are the main source of traffic, their share is 47.8%, which indicates the effectiveness of setting up contextual advertising. Search engine referrals are on the second place and account for 23.4% of all traffic. Direct visits accounted for 12.9% of traffic, while website link clicks accounted for 6.19%. A small share of traffic - 4.8% and 4.9% respectively - comes from internal referrals and other sources.

The largest share of visitors is from Russia (about 90%), 8.7% from Ukraine and 1.3% from Kazakhstan.

The next internet marketing tool that the company uses is contextual advertising. Contextual advertising has been configured in Yandex and work is underway to configure it in the Google search engine. Contextual advertising acts selectively and is displayed to website visitors whose area of interest potentially coincides / overlaps with the subject of the advertised product, the target audience, which increases the likelihood of their response to advertising.

PPC advertising on the search network allows a company's website to appear in a dedicated ad block, increasing the likelihood that users will click on the link by typing the search query of interest in the browser's search bar.

The advantages of this tool are the ability to tailor advertising to the target audience of consumers - choosing a geographic coverage, entering keywords and phrases, stop words, setting a budget and time for an advertising campaign, which allows you to adapt to changes and quickly adjust the advertising process of an Internet campaign.

In addition to search contextual advertising, Yandex images use ads that display product photos when certain user requests are made in a search engine. This allows visually demonstrate the manufactured products and increase the likelihood of the offer that will interest the user. There is less competition in this type of online advertising than in conventional contextual banner advertising.

According to visitor statistics, 45 - 47% of site visits are made through advertising in Yandex.

The advantage of this tool is the choice of the target segment of the consumer, since contextual advertising will only work if the user enters certain words or phrases into the search bar.

Another Internet marketing tool - the company places information about products on external Internet resources. For example, on the sites "116.ru" (https://116.ru/), "From hand to hand" (https://kazan.irr.ru/), "Avito" (https: // www avito) ... and others. In total, announcements have appeared on 25 sites. These are free services that the company does not spend money on. Information on such sites is updated monthly.

Services such as company directories are also used. For example, the directory of organizations in Moscow, Russia and the CIS http://www.orgpage.ru/.

Some information resources are used through payment and membership fees.

The company also uses SMM tools in its activities. Social networks act as a communication channel between the company and end consumers. The group on the social network "Vkontakte" is mainly used and a page on "Instagram" is maintained.

The purpose of maintaining such social networks as "Vkontakte" and "Instagram" is the formation of consumer loyalty.

In the company under study, Internet marketing technologies need to be constantly updated, using more and more new management tools. The development of digital tools is important for the company, since the development and efficiency of the company's economic activities depend on their quality.

In the process of conducting research using methods of analysis, modeling, and synergy, we identified the shortcomings of the use of Internet marketing and developed an updated set of Internet marketing tools for the company. The developed Internet marketing technologies will allow the company to increase sales, increase brand awareness, profit, profitability of the company.

Formation and promotion of a group in a social network «Odnoklassniki».

Objectives of the event:

1) reach the middle-aged and older audience;

2) increase brand awareness;

3) increasing the number of participants in promotions and contests.

Let's analyze the audience coverage of the «Odnoklassniki» social network.

According to the «Mediascope» research company, the active audience of the «Odnoklassniki» social network, which visits this resource at least once a month and lives in cities with a population of more than one million people, will amount to 15,368.9 thousand people in February 2021.

In cities with a population of more than 100 thousand people, the audience of the «Odnoklassniki» social network that visits the resource at least once a month is 6 893.1 thousand men and 8 475.9 thousand women. The distribution by age group is as follows:

a) 1,276,800 people aged 12 to 17 years;

b) 1365.7 thousand people aged 18 to 24 years; c) 3,246.6 thousand people aged 25 to 34 years;

d) 3,418.4 thousand people aged 35 to 44 years;

e) 2,964,1 thousand people aged 45 to 54 years; f) 3,097,300 people aged 55 to 64 years.

By gender/age, the audience of the «Odnoklassniki» social network is shown in Figure 1.
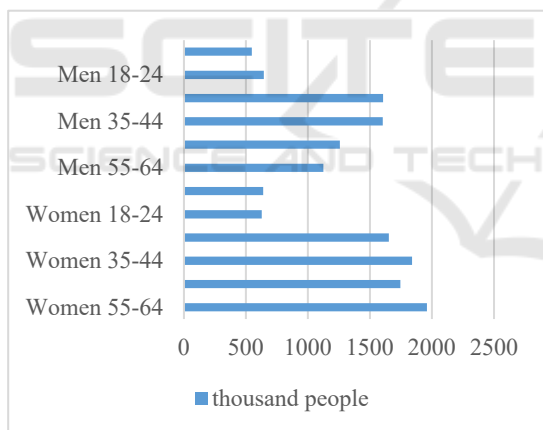

Figure 1: The audience of the social network "ok" by gender/age parameters in cities with a population of more than 100 thousand people.

The statistics of the target group's participation in the «Odnoklassniki» audience per month (in%) for its share in the Russian population of 100k + 12-64 years by occupation are shown in Figure 2. The average value of the index is 100.

From the above statistics it can be concluded that the most active share of the population the social network "Classmates" are women and men aged 25 to 64 years who are experts, managers, housewives and unemployed.

Now we need to create a group and select the type "For business", then add the name, description, subject and category of the group. Then we should specify the contact information – the company's address, phone numbers and a link to the official website. Group description: «Nega paper Mill» is a manufacturer of sanitary and hygienic products made of natural cellulose. Its products are napkins, towels, toilet paper, handkerchiefs. We have been on the market for more than 12 years! The company "Nega" is quality, care and reliability!

It is necessary to add the design of the group - the logo of the company "Nega". Next, we need to specify the keywords by which users can find the group. The analytical service "Popsters" studied the activity of the Russian-speaking audience of the social network in 2019. According to their data, users of the «Odnoklassniki» social network perform the largest number of actions with publications on Tuesday (15%), and the least - on Saturday. ((13.6%) and Sunday (13.7%). The most active hours are from 10 to 12 and from 15 to 18 hours. The largest share of activity falls on publications with photos and images (about 60%), only 16% - videos and 26% - links. Hashtags and keywords should be added to messages so that users can find messages on a specific topic using them. In the group, it is necessary to fix posts about current sweepstakes and promotions in order to attract the attention of users.
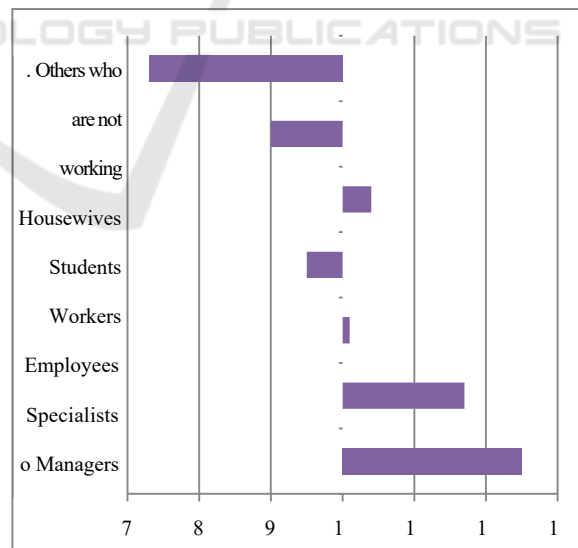

Figure 2: Proportion of the target group in the audienceh "classmates" for a month (in %) to its share in the population of russia 12-64 years.

Table 1: Content plan.

Content plan		
Monday	10:00	Acquaintance with the company (the most important information), the design of the text in the picture
	15:00	Product photos, design of a brief description in the picture + links to the website (nega. rf)
Tuesday	10:50	Funny image with a good day wish
	16:30	Product photos, design of a brief description in the picture + links to the website (nega. rf)
Wednesday	10:20	Informing post about the current promotion (photo or video)
	16:00	Photos of products, design of a brief description in the picture + links to the website (nega.rf)
Thursday	10:05	Funny image with a good day wish
	15:30	Informative article, life hacks
Friday	10:25	Funny image with a good day wish
	16:20	Entertaining video
Saturday	11:10	Nega Recipe text + photo with Nega paper towels
	17:20	Entertaining video
Sunday	10:40	Image with a wish for a good weekend
	17:45	Informative article, life hacks

The content should be informative and entertaining, and not just overloaded with information about the company and its activities. Based on the above research on the busiest times and days, it is worth publishing content in the morning - from 10 to 12 o'clock and in the evening - from 15 to 18 o'clock. Since posts with images and photos attract more attention, we need to take this into account when running a group and pay attention to the selection of published photos and images. The frequency of publications is twice a day, so as not to disturb users, but at the same time so that they are visible to them. An example of a content plan for the week is shown in Table 1.

An attractive picture with a good day wish must be present in the group.

For promotion, you can use advertising in existing groups that match the topic. For example, groups with recipes for moms and babies. A special service can help in the search https://sociate.ru Facebook Instagram/, which helps advertisers connect with advertising platforms in the social networks «Odnoklassniki», «Vkontakte», «Facebook», «Instagram». The convenience lies in the possibility of choosing the topic of communities, visualizing their target audience, coverage indicators and the cost of placement.

During advertising campaigns (sweepstakes, contests, promotions), it is recommended to use targeted advertising in «Odnoklassniki», that is, a position in a group, to stimulate the transition to a corporate group and attract "live" subscribers.

The cost of 1000 impressions of an advertising article is 200 rubles. The cost of promotion is 2000 rubles per month. Banner production - 1 pc. 1500 rubles.

In order to stimulate feedback from corporate clients about working with the organization, you can use email as a means of communication. The letter should indicate the purpose of collecting this information and an assessment of what aspects of the company's work would like to see. In the "Reviews" section, you can publish a short excerpt from the review without changing the semantic component of the source text. Also, with the client's permission, you can post a review with the signature of the name, organization and position, which will increase the level of trust in the eyes of future customers. Consequently, the larger and more authoritative the client, the more confidence in the company. This event contributes to the formation of a positive image of the company. Existing customers will see an interest in improving the quality of service provision, the firm's willingness to work on shortcomings in its business, and potential customers will see a "live" response and their trust will increase. Send emails about the release of new products.

Objectives of the event:

a) a reminder about yourself;

b) providing customers with information about new products.

The e-mail should be addressed to a specific person, there is no need to do a regular mailing, i.e. only one recipient should be entered in the address bar. In the subject of the letter, it is necessary to succinctly reflect the main message, and the letter itself, in addition to the text, may contain photographic goods for greater clarity. The letter should contain a link to the landing page with the new product on the company's website, as well as contact details for more information.

Creating a small commercial and showing it on YouTube.

Objectives of the event:

* popularization of the «Nega»brand;
* increase the number of purchases.

According to Marat Valishin, an industry manager at Google, at his presentation, YouTube ranks third in Russia in terms of audience coverage from 12 to 64 years old. The growth in the number of views in 2020 was 45%. More than 61% of YouTube views are on mobile devices. Daily coverage is 30%, weekly coverage is 64%, monthly coverage is 80%.

The core of the audience consists of men and women aged 25 to 44 years, the gender distribution is approximately 50/50. Most of the audience has an average and above average income. By employment - employees, specialists, managers and workers.

Creating a short 15-second video is one of the most popular areas of advertising on the Internet. It does not tire the viewer and contains only the most important information. This type of advertising is an alternative to television advertising.

This type of YouTube video is called "TrueView In-Strem", a "scrolling preview" that is displayed to users at the beginning, middle or end of the video. Users can skip these ads after only 5 seconds. This is an advantage for a company advertising its product. So, in the first 5 seconds of the video, you need to focus on the product.

By posting videos in this format, you can also place an accompanying banner and call-to-action overlays for free. For example, place an active link to the organization's website. The advantage of the overlay is that you can link to any website, it is displayed on mobile devices and is popular by 40-50%.

Steps for placing video ads on YouTube:
1) upload the video itself;
2) need to select the type of target;
3) formulate the volume of the daily budget;
4) set the date and time;
5) perform the installation of the target;
6) specify the rate for advertising.

Every 1,000 impressions, the advertising company will pay an average of several rubles, this indicator will also depend on the settings of the advertising campaign. You can simply monitor the effectiveness of the campaign through the Google AdWords service.

Note the good influence of video advertising on YouTube:
* brand memorability, popularity is going up;
* easy interaction via video with the target audience;
* the total sales account increases.

4 CONCLUSION

Thus, the proposed Internet marketing technologies will allow the company to activate sales, make a recognizable brand, popularize products, and increase profits in conditions of COVID-19.

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