

Internet Marketing in the Brand Technologies of the Tourism Industry

Natalya Andryeyeva, Iryna Davydenko, Ulyana Balyk, Mykhailo Kolisnyk, Olha Rulinska, Daria Bulysheva

Abstract: Due to global digitalisation, Internet marketing has long become an integral part of any effective marketing campaign. According to a Zenith Media study, the growth of the global online advertising market in 2019 is only 10%, which is the lowest increase since 2001.

Rest and travel is one of the most popular and discussed topics on social networks. We share new impressions, vivid photos, videos, stories, and 90% of them somehow affect the tourism industry. The global digitalization and widespread use of mobile gadgets has changed the very essence of online behavior. We spend most of our free time on the Internet, we are happy to talk about future plans and remember them after their implementation.

Thanks to modern technologies and specialized platforms, advertising campaigns on the Internet are launched in a matter of minutes, receiving instant feedback in the form of comments, applications and even sales. Internet marketing has tremendous mechanisms for targeting, analyzing and processing big data.

Therefore, the future of the brand, especially in the field of tourism, depends on the use of Internet marketing by enterprises.

Keywords : Brand Technologies, Internet Marketing, Tourism Industry.

I. INTRODUCTION

As can be seen from the visual representation of all branches of the constructed fuzzy decision tree, it is possible to evaluate and make a balanced management decision based on the specific parameters of each object. In particular, it is possible to choose for implementation projects that will give the maximum social effect with a minimum of financial costs, or vice versa, focus on the implementation of projects that combine high levels of both of these indicators, while minimising political risks.

This technique applies not only to investment projects but to any issues related to information support when data volumes are difficult to analyse in other ways because of their

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ambiguous or incomplete nature. In the system of managing financial flows of the state, with its complex and complex parameters and characteristics, this methodology can be successfully applied.

Due to global digitalisation, Internet marketing has long become an integral part of any effective marketing campaign. According to a Zenith Media study, the growth of the global online advertising market in 2019 is only 10%, which is the lowest increase since 2001. This is because companies and brands are raising concerns about the placement of digital advertising against the backdrop of scandals with Facebook, the sale of user data, fake news, advertising that appears next to "inappropriate" videos on Youtube, and so on. However, digital advertising confidently takes first place in the global advertising market, taking almost half of its volume of \$ 650 billion.

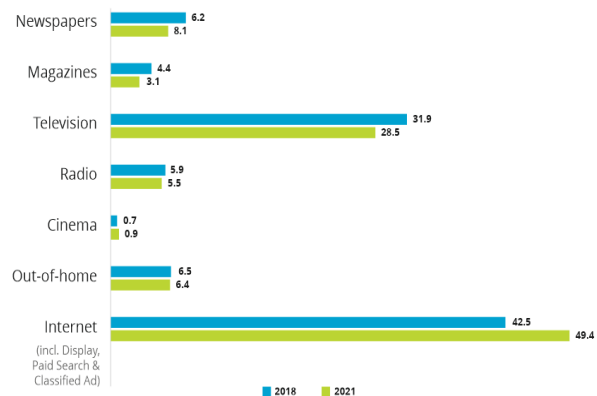


Fig. 1. Share of global applies by medium (%).

II. PROCEDURE FOR PAPER SUBMISSION

Nowadays, it is difficult to maintain the individuality and identity of the brand due to the high saturation of the tourism market. Small and medium-sized companies in the tourism industry have to deal with the monsters of the tourist industry, large companies and aggregators of travel services that invest a lot of money in the brand.

Traditional marketing cannot ensure the efficient functioning of companies in various industries, especially tourism companies. The use of Internet marketing in brand technologies along with classical marketing, and in some cases a complete transition to online technologies, become a prerequisite for the successful development of the brand. Marketing without a budget or at the lowest possible cost is real when using online technology. The bar for brand entry into new markets has never been so low; the ability to compete with leaders and the established environment is so wide.

Real-time



communication with the client, the formation of an email newsletter at the time of its opening (when semantic blocks relevant to its recent search are loaded), automatic sales tunnels, chatbots in instant messengers - all this complicates Internet marketing, but also with thereby making it more customer-oriented.

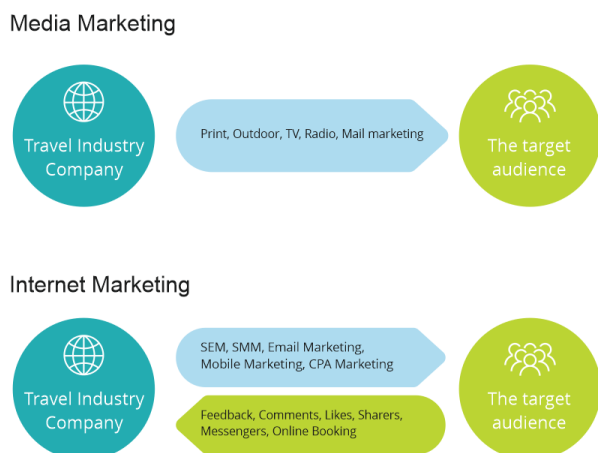


Fig. 2. The Difference between Internet Marketing from Media Marketing

Internet marketing in brand technologies has a number of unique advantages: interactivity (on the Internet you can directly interact with the audience, keep in touch with customers and control the situation); targeting (this is a mechanism that allows you to select only the target audience from the entire available audience and show ads to it); web analytics (it helps to understand what actions were most effective and attracted more visitors to the site, which were then converted into purchases).

Table- I: The benefits of internet marketing

Low input threshold	The bar for brand entry into new markets has never been so low; the ability to compete with leaders and the established environment is so wide.
Less time to get the first customers	It is possible to get the first customers already in the first minutes of the advertisement, even after hours.
Instant feedback from customers	The main difference between Internet marketing is getting instant feedback in the form of subscribers, orders, sharers, comments, etc.
Automation of the sales process	When using automatic sales tunnels and chatbots, it is possible to organise both simple online sales and complex schemes with clarifying questions and sales of additional services.
Interactivity	On the Internet, you can directly interact with the audience, keep in touch with customers and monitor the situation. The use of video, audio, photo and modern VR and AR technologies allows you to immerse yourself in the atmosphere of the product and evaluate the competitive features of the brand.
Targeting	The ability to highlight the target audience by region, age, gender, interests, and even by behavioural patterns. For example, you can exclude from the target audience people who returned from a trip a week ago and are unlikely to take advantage of your offer.
Retargeting	For people who have responded to your ad and have taken a specific action, it's possible to display individual

	advertisements, use special offers and other marketing techniques.
Detailed web analytics	Internet marketing allows you to conduct detailed analytics that will identify problem areas, analyse customer behaviour, and provide an opportunity to improve performance.

However, some of the advantages of Internet marketing also give rise to their inherent disadvantages, which are worth paying attention to:

- **High competition** due to the availability of Internet technology.
- Low customer loyalty, as a result of a large number of similar offers from different brands.
- Instant negative reaction. A dissatisfied customer can easily leave feedback on social networks or on tourist portals, which hundreds of potential customers will read.
- Automating the sales process requires the involvement of new highly paid professionals, such as sales tunnel architects.
- Additional online sales markets increase the risk of double booking services. To avoid problems with overbooking, it is necessary to use special services (channel managers).

We can confidently state the fact that the niche of tourism services is quite saturated and the promotion of a tourism brand is not a trivial task that requires the implementation of elegant strategies in order to stand out on the market and not be behind the composition, but to receive an influx of new customers every day.

III. CALCULATION EXAMPLE

The growth of mobile technology has fundamentally changed the essence of the use of the Internet by consumers and the way brands interact with customers. In 2017, for the first time, the cost of advertising on mobile devices exceeded the cost of advertising for desktop PCs. Targeted advertising on social networks is gaining popularity.

Table- II: Online Advertising Budget Planning

Indicator		Example 1	Example 2	Example 3
Desired amount of sales <i>Planned sales in absolute units (units, transactions).</i>	X	100	100	100
Conversion of applications into sales (average 10% -30%) <i>Average, forecast for conversion of applications into a real sale.</i>	A	10%	20%	30%
Required applications (X / A) <i>Such a number of leads (applications) will be required to implement the plan.</i>	B	1000	500	333
Website conversion to applications (average 1-5%) <i>The average forecast for the conversion of site visitors to the application.</i>	C	1%	3%	5%
Transitions to the site (B / C)	D	100000	16667	6667
Cost per click (go to the site) <i>Depends on many factors, including competition, audience, relevance, etc.</i>	E	0,05	0,1	0,05

Costs of Internet Marketing (D * E)	F	\$5000	\$1667	\$333
The cost of one application (lead) (F / B)	J	\$5,00	\$3,33	\$1,00
The cost of one client (buyer) (F / X)	H	\$50,00	\$16,67	\$3,33

To reduce the loss of time for calculations, it is advisable to carry them out in the Excel program (Fig. 3).

D10 =D8/D2				
	A	B	C	D
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10	The cost of one client (buyer)	\$ 50,00	\$ 16,67	\$ 3,33

Fig. 3. The Difference of Internet Marketing from Media Marketing

When launching an online advertising campaign, a small amount of ads must be tested to determine A, C, and E. You can understand the results in 24 hours. And influence them through marketing techniques.

You can predict the budget for online advertising by the formula:

$$F = X / A / C * E \quad (1)$$

where

F - Online Advertising Budget

X - The number of planned sales

A - Percentage of conversion of applications into real sales, %

C - Percentage of conversion of clicks to orders, in %

E - Average cost per click.

From the conversion of clicks on an ad into preliminary applications and the conversion of applications into real sales, the number of necessary impressions and conversions to the site, application or other purpose depends:

$$D = X / A / C * E \quad (1)$$

where

D - The number of clicks to the site

X - The number of planned sales

A - Percentage of conversion of applications into real sales, %

C - Percentage of conversion of clicks to orders, %.

IV. TRENDS IN INTERNET MARKETING IN BRAND TECHNOLOGIES

Marketing is necessary to attract new customers, create and strengthen a brand, and position a company in the market. Ignoring internet marketing will make your ad campaigns less effective than others.

It is important to keep abreast of all current trends and be able to select a strategy that will help you to “fit in” with all the innovations and emphasise the uniqueness of your brand. At the same time, to adapt the trends to the maximum so as not to lose the pool of loyal customers who are accustomed to the brand identity and brand identity.

Several recent studies have shown that if you cannot

communicate in social networks with your consumers in the same language, the brand will annoy your audience, its reaction will be as follows (Fig. 4).

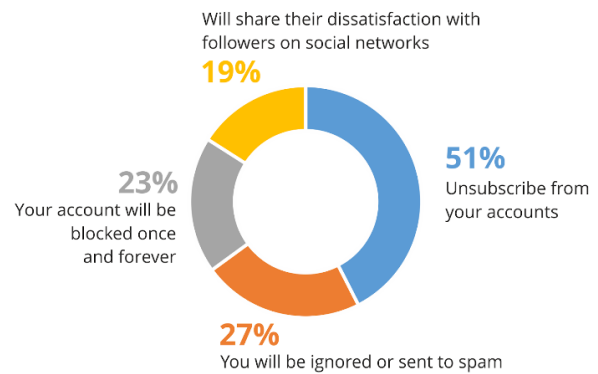


Fig. 4. The Difference between Internet Marketing from Media Marketing

V. RESULT AND DISCUSSION

Thus, based on the analysis, we can distinguish the resulting trends in Internet marketing in the brand technologies of the tourism industry:

- 1. Commerce in social networks.** The regularly increasing number of purchases through social networks is fundamentally changing the principles of online consumption. Residents from Asian countries have long preferred shopping on social networks, but for Western countries, there is a tendency to make purchases through online retailers. If earlier, the Buy button on the social media platform did not mean selling, now the customer’s thinking has changed dramatically, and he is starting to interact more closely with social networks that suit him.
- 2. Brand promotion through opinion leaders.** To talk about your brand positively, you must try to satisfy the needs of customers by providing exactly those services that will solve their problems and meet expectations. Thanks to this tactic, your brand will win many admirers who will spread positive reviews about it and thereby increase its recognizability. The more influence your fans will have in society, the more your brand will become popular, and the more Internet followers of these same opinion leaders will popularise your products in their “circles” - among colleagues, friends, families, and social networks.
- 3. Virtual and augmented reality.** The use of VR (Virtual Reality) and AR (Augmented Reality) in a marketing campaign simplifies the process of customer decision-making. However, technology comes and goes - the brand philosophy remains. Virtual reality only changes the form of content delivery, and the content itself still depends on the company.
- 4. Big Data Technologies and Marketing Automation.** In just one minute, over: 150 million emails are processed, sent and downloaded on the Internet; 45,000,000 messages; 3,000,000 “likes” on Facebook alone and about the same number of posts; 2,700,000 video views on YouTube; 2,300,000 searches in Google alone; 450,000 photos; 430,000 Twitter messages; 95,000 Android applications 70,000 videos 60,000 photos on Instagram alone; 48,000 Apple apps.



These numbers impress not only the average Internet user but also an experienced marketer. They will grow steadily from year to year, so neither PR specialist, nor a marketer can do without using Big Data technologies and automating marketing processes. Only they will allow you to find out the maximum information about current customers and correctly build further marketing strategies.

5. **From views to interaction.** Views and the number of visitors mean nothing without interaction and conversion. Sites and pages on Facebook with a large number of visitors and subscribers, but a low level of engagement will be downgraded by algorithms that will automatically reduce their availability, categorising as informative, passive and irrelevant.

6. **Authenticity.** After smoothed and polished pictures on the Internet, we begin to yearn for the “real” - authentic alternative. We are unlikely to come off the screens to go hiking in the mountains, but we would like to read and watch stories about how this happens, and the closer to nature, the better. Forget about stock photos. The minor imperfections of the illustrations will make the story more real, emotional and closer to your reader - use this to promote the brand.

7. **Communities instead of individualism.** Tectonic shifts in culture from an emphasis on individual perception to sharing and from person to the community are gaining momentum. In Internet marketing, the opinion of a loner is no longer so significant as the strength of a group, a virtual tribe - and this is another step towards the Sharing Economy trend, or joint consumption, as it is commonly interpreted. In the digital world, this means focusing on communities, not individuals.

8. **Campaign management is in the hands of machine learning.** The need to hire large digital agencies for advertising companies is gradually decreasing. Special platforms and services take over the optimisation of advertising costs and their automation, effectively applying machine learning. The marketer will only need to set the basic parameters for an online advertising campaign, and the platforms themselves will determine the optimal target audience, and develop creative options for effective advertising.

9. **Interactive marketing e-mail campaigns.** This method of electronic mailing has proved its effectiveness and has also become the main tool for any successful marketing activity. Your consumer has long been uninterested in boring spam mailings, and the return on them is stubbornly striving for absolute zero. It is now impossible to interest, retain and increase your target audience without interactive games, tests, contests.

10. **The brand is a separate personality and is engaged in its promotion in social networks.**

The consumer is becoming more sophisticated; it is no longer enough for him to see only the physical parameters of the brand. In the first place for him began to go emotions that are associated with this brand. In this regard, brands began to pay great attention.

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