

Increasing the Opportunities of the Internet as a Contemporary Advertising Medium

Sandra Jakštienė, Dalia Susnienė, Valdas Narbutas

Kaunas University of Technology

Abstract

Today we can clearly state that fast development of the Internet opens up marketing opportunities for business. The Internet single-sidedly conquers an increasingly larger segment in businesses' marketing programmes. This is understandable, as more and more marketing executives have convinced themselves that the Internet, as an advertising communication channel, is able to put business advertising projects into practice more cheaply and efficiently. Therefore, most often advertising on the Internet becomes the means of communication of such projects. Most writers admit that it is those businesses using the Internet present themselves to the surrounding world as contemporary ones, perceiving the tendencies of the world economy and moving step in step with time.

Keywords: the Internet, advertising, means of communication, opportunities.

Introduction

More and more enterprises start using one of the most widely used medium in the day-to-day business world *the World Wide Web*, which enables to obtain and exchange information with the existing and potential users outside and inside the country. The popularity of the Internet and especially the *World Wide Web* is enhanced by the fact that websites are attractive and easily accessed, information is presented by the means of hypertext, graphics, video and audio. Popularity of *the World Wide Web* as a commercial media is also determined by the possibility to manage the world sources of information. Just four to five years ago the Internet was regarded as a vast library, and its main purpose was perceived as a way to look for and access the necessary information. Today the Internet is the most popular computerized environment which is characterised by unique marketing features and playing a dual role:

- it is a new means of communication and, unlike the traditional mass media, is interactive, flexible and endless;
- it is a global virtual electronic marketplace, void of territorial or time limitations, enabling to inte-

ractively purchase or sell the merchandise and changing distribution opportunities.

There is a false opinion prevailing until today that a website is the same as a company's promotional brochure, only presented on the web. However, it is not quite so. The web is much more complicated; information disseminated there becomes an efficiently functioning means of advertising communication.

An important quality of the Internet having influence on the transformation of traditional activities is its interactivity, i.e. possibility to manage the interaction between the sender and recipient. This possibility, differently from traditional marketing, can be employed on the Internet and the *World Wide Web* performing the interactive marketing. It is distinguished in such a way that the Web enables communication from anywhere in the world at any time, in this way extinguishing any limitations related to the traditional marketplaces. If the traditional markets were based mainly on the monologue with the user, the commercial services on the Web allow the massive interactive dialogue between the senders and recipients of the information. We can state that the communication process on the Internet becomes a mutual exchange of information.

Marketing on the Internet is, first of all, implementation of technologies in the daily marketing activities of the business. Using the Internet in an enterprise creates a lot of new opportunities and allows a noticeable increase of operations efficiency. Since the moment when a business was able to get online, they could supply their clients and customers with their latest products and services, their prices, amounts and shipment terms. All of this allows working considerably more cheaply and efficiently, at the same time being better than the competitors (Burdak, 2007; Sally J. McMillan, 2004; Kenneth C. Laudon, Carol Guercio Traver, 2003).

It is well known that the modern consumer more and more often collects the necessary information from different sources, the Internet being among them, rather than choosing information disseminated by the traditional marketing channels.

Scientific problem. Most businesses more often use websites to advertise themselves and their products manufactured and sold rather than paper publications or television, radio or other advertising communication channels. Therefore, it is possible to state that they have a much larger consumers audience. In a modern enterprise the Internet as a marketing communication means becomes a practically irreplaceable tool in the business communication process (Wells, Moriarti, Barnett, 2007; Vesnin, 2007; Marcinkevičiūtė 2005; Kotler, 2003). The identified problematic situation enables to formulate the scientific problem by asking the following question: how could advertising on the web become an efficient advertising communication tool and what could the possibilities of increasing its efficiency be?

The research object: advertising on the Internet.

The article aims at revealing the opportunities of the Internet as a means of modern advertising communication.

Research methods: systematic analysis of research literature.

The goals of advertising on the Internet

According to R. Gatautis (2003), the goals of advertising on the Internet are similar to the general ones. However, before setting them, it is important to know why a business needs advertising on the Internet. The goals of Internet advertising are distinguished equally by most authors, although some of their opinions differ.

V. Keršienė (2005) singles out six goals of advertising on the Internet:

- improvement of the company's image. A solid business must represent itself with the help of latest information technologies and innovative advertising tools.
- massive nature of the customer audience. The Internet is the fastest growing and most massive means of information, void of state borders, opening the world market for advertising and having specific unique properties.
- possibility to choose the target audience. Modern information technologies allow to aim advertising straight at the desired consumer or consumer group. Today, both technically and demographically, it is possible to split the consumers choosing the websites according to whether they look for information, business contacts, entertainment or merchandise.
- possibility to establish an interactive contact with the client. It means that it is not only possible to present information about oneself but also learn

the consumer's opinions, preferences and comments. This allows establishing a fan base of a certain product or a company.

- efficient trading. The Internet allows quick and reliable transactions, selling merchandise and services, placing orders.
- dynamic nature of advertising. Updating information does not require big input, it is simple to continually update and thus present the latest information to the potential client. It is much cheaper than repeated adverts in other kinds of mass media.

D. Chaffey (2000) distinguishes the following goals of advertising on the Internet:

- attitude formation. Brand corresponding advertisements might be helpful informing about the brand and forming the attitude about it.
- providing information. This is a typical example when an ad directs to the main website providing more information about the offer.
- contact development. Advertising is designed to promote mutual communication between the user and the business.
- a deal. If an ad leads to the seller, e.g. travel agency's website or Internet bookshop, so it is dedicated to move directly to the action, i.e. buying. Here a direct answer is expected.
- a return is induced. Advertising is designed to remind about the company and its services.

P. Needham (2003) with the consumer in mind and his/her decision to purchase a product or service and knowing that every individual consumer reacts to the Internet advertising and its impact differently, differentiates five goals oriented towards the consumer: informing, attracting, contacting, acting and maintaining.

Having analysed different attitudes of different authors (Keršienė, 2003; Chaffey, 2000; Needham, 2003) we can state that businesses using Internet advertising aim at presenting information about them and their product; mutual communication between the consumer and the advertiser is established and a feedback is expected. In addition to the abovementioned aims it would be useful to consider the following: learning about the consumer, establishing a bond and learning about the consumer's behaviour.

The Internet advertising model

This article presents Sh. Rodgers and E. Thorson's *Internet Advertising Model*.

Sh. Rodgers and E. Thorson (2000) draw a similar distinction in their IAM (Internet Advertising Model). A primary element of their model, which is designed to explain the communication process consumers follow in relation to messages on the Internet,

is that some of these processes are “advertiser-controlled,” while others are “consumer-controlled.” While it can be said that the consumer controls magazine ad exposure by deciding or not deciding to open the magazine, the authors in this case are referring to more “extensive control” on the part of the consumer than is possible through other media types such as magazines. The IAM model is shown in Figure 1.

Studies draw the issue of “control ownership” as the basic concern providing difference between Internet advertising effectiveness measurement and that in other media. Therefore, it is plausible to suggest that any general model of advertising effectiveness relating to the Internet will need to take account explicitly of this factor.

It is possible to state that alongside with the Internet and other technologies the interrelation between the consumer and the advertiser is ever increasing. Consumers can choose and present information on the commercial sites of the Internet, they can choose the information they like, interact with other consumers exactly in the same manner as with merchandise and service providers. A similar situation is with the advertisers: they can use the consumer provided information, in this way distribute their ads, segment the target audience and make the search for the types of information and goods chosen easier. They can also gather information about the consumers in order to improve their service or merchandise.

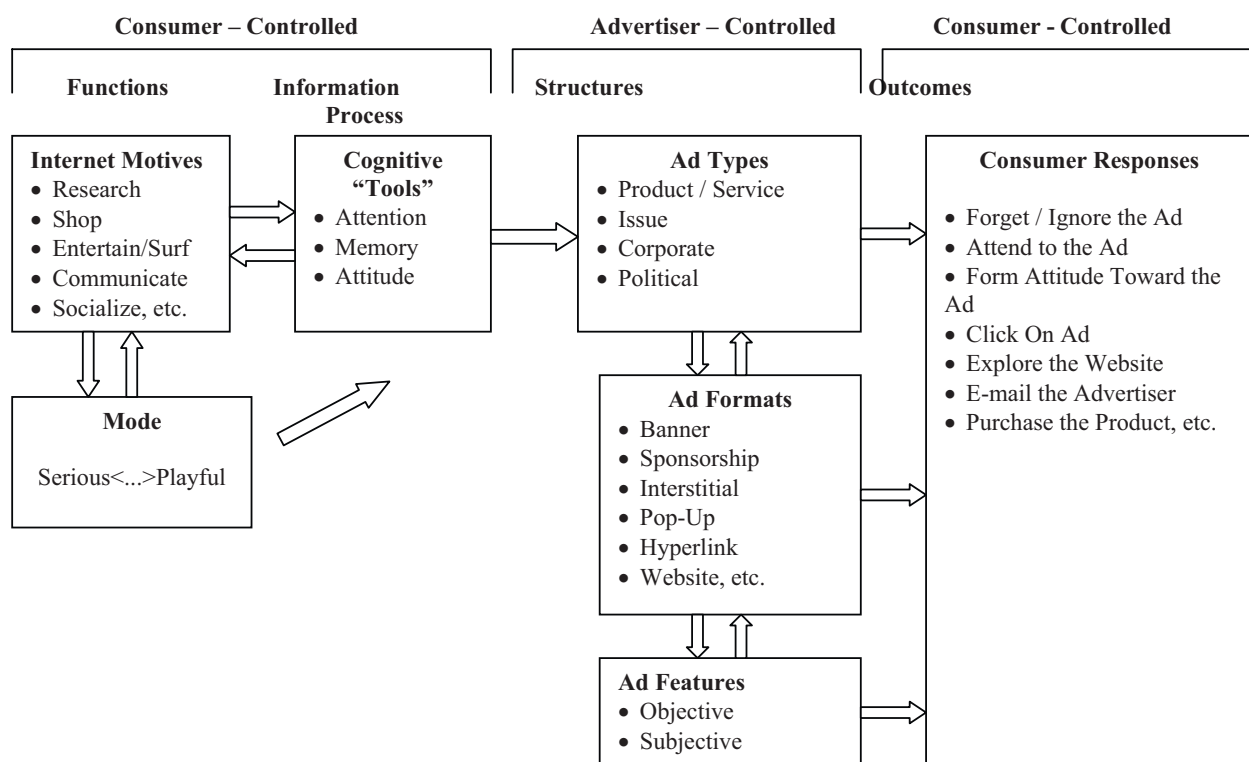


Fig. 1. Internet advertising model (Rodgers and Thorson, 2000)

The Internet, as a means of advertising communication

According to M. Richtel (1998), marketing communication can make a positive impression on the buyers, which will increase their satisfaction and in their eyes increase the value of the company’s produce. Kotler (2003) states that advertising is one of mass media forms, pertaining different types of information, and ensuring the interrelation between the buyer and the seller. According to Barnett and Moriarti (2001), advertising not only informs the buyer about the merchandise, but also transforms it into something more than just a collection of information facts. Lamb, Hair, McDaniel (1992) state that the impact

of advertising on the market is especially big, as advertising is a channel of information dissemination to the market. Therefore, it is possible to state that the abovementioned authors similarly define the impact of advertising on the consumer and create the assumption of feedback.

As Kenneth C. Laudon, Carol Guercio Traver, 2003 state, when the communication plan is drawn up to increase the efficiency, two principles should be born in mind. Firstly, the company must present a good understanding to the clients looking for information and ideas. This would create an understanding that the Internet is a huge library and that boring and arrogant website gimmicks are not well received. All

kinds of Internet marketing communication should follow this culture.

Secondly, the Internet as a marketing communication channel differs from the others, as the client makes a decision what to order after viewing all the material. This means that the browsers choose the way of multiple sites, rather than the linear one, similar to the commercials on TV or in a magazine or an ad in the press. This also means that it is not enough just to have an internet site; it should be designed in such a way that it creates a positive attitude to the merchandise and services advertised.

According to J.J. Brunett (1993), marketing communication, regardless of its manner, is a process in which a target audience is reached and purposeful information through correctly chosen communication channels and time is pertained.

Advertising on the Internet has a quick impact, sudden changes and adaptation to the situation according to the information received. To prepare and organise an advertising campaign on the Internet requires only three to four weeks, while traditional advertising needs a few months.

Having just started an advertising campaign it is possible to obtain information about the efficiency of this ad (Kondrotaitė, 2000; Stasiūnienė, 2004; Bakanauskas, 2004).

Businesses using contemporary marketing communication means should find it important to present advertising as cheaply and efficiently as possible to reach better results in their operations. Marketing communication management aims at creating efficient communication, i.e. this communication produces a desired effect and at the same time is economically justified. The Internet is a new means of communication uniting a multitude of computers networked together.

The opportunities the Internet provides can be used in the following business marketing functions: advertising, public relations, customer support, developing the infrastructure with the help of the Internet, sales increase, doing market research.

Website design. It is impossible to formulate a set of definite rules as to how a website design should be built, so that it clearly corresponds and presents the merchandise or service. No doubt it is necessary to maintain the corporate style, order and harmony of the business; however an important factor is original and successfully implemented creative ideas.

Functionality is evidenced by the fact that an Internet user could browse through pages without experiencing negative emotions, etc. Internet users must feel that their comfort is taken care of. All functional possibilities have to be directed to the user only. Any sort of discomfort while browsing through the pages

or looking at the necessary information may cause the user negative emotions and at the same time form a negative opinion about the merchandise or service advertised.

The text becomes the main source of information and means of advertising to influence the consumer. Therefore, while preparing a text for the website several important steps should be taken. First of all, the text must be laconic. The text size should not exceed 50% of the page; long sentences with complicated words should be avoided. The colour scheme, background and type of colours should also be considered.

In order to involve a consumer into buying a product advertised as soon as he/she has visited the website, it is necessary to involve him/her into the communication scenario and “lead” him/her towards performing the desired actions, i.e. “clicking”, “placing an order”, or dialling a phone number, or any other favourable action, which usually are the results of advertising (Russell, 2007; Burdak, 2007; Minasova, 2000).

It is possible to state that a business presenting itself on the Internet should consider the design of its website and functionality; all of this play an important role in forming the consumer’s positive opinion about both the business and its products.

The possibilities of advertising increase on the Internet

The most visible, most popular and probably most efficient kind of advertising on the Internet are the banners. Earlier the banners on the websites were regarded as something unsuccessful that had ruined a lot of sale projects. Although it may sound strange but, according to experts, advertising on the Internet was an efficient way to promote goods and services.

This way of advertising on the Internet will be efficient if:

- it is not intrusive and does not destroy the overall design of the site, i.e. it does not contain too bright, unmatching, fast changing colours, the banner does not blink too fast, what it is usually annoying and irritating.
- it is informative and clearly allocated to the business advertising itself;
- provides an opportunity to get to know more about the merchandise or service advertised without leaving the website where the advert is placed (Zemdliauskaitė, 2001).

Contextual advertising is the fastest increasing segment in the world. Now it accounts for 60–70% of all advertising. It is the kind of advertising when various ads are placed next to similar information

or search results and to exceptional positions. For instance, in Google the most effective are the first references, but as Google comes up with hundreds of thousands or millions references and priorities are given to the criteria unknown, it is very difficult to get there. To get to the first page of search results it is possible to buy the place, but then the references will be not among the search results but next to them. In Lithuania probably the only websites offering contextual advertising are *asa.lt* and *anonsas.lt* placing information and offers by definite businesses next to building construction and leisure related information. As placing contextual advertising involves few creative solutions and little expense for a definite client, advertising companies often refuse this sort of work. It is a common practice in the world that contextual advertising is sold by resource providers, often creating self-generating order forms. According to the *Internet Monitor* and *TGI Net* data as of 2007, most users block the ads on the Net. In Europe about 73% of users block one or another kind of adverts (for instance, the pop-ups) and 75% block viewing of absolutely all the banners. Contextual advertising in the search engines is the most efficient way of advertising as it is impossible to block (Jeryomenko 2007; Mann, 2007; Shumovich, 2007).

Another opportunity offered by the Internet is that recently contextual-public relation projects are taken in. The Internet serves as a much wider (and cheaper) medium to present the company by using public relations. As recently the Internet has become the most popular means of obtaining information, this has also become the most efficient form of public relations. Public relations companies and media agencies now compete for space in this segment. The former have more experience in creating public relations projects, while the latter know how to place them, although both functions can be carried out by any agency. What we see today is that agencies with experience in public relations come up with good projects, but they are poorly publicised, and vice versa, there is well placed but a dull project by a media agency. For instance, it is popular to present garments including their prices in fashion reviews in magazines or dressing up the models. However, this could be much more cheaply moved to the Internet, i.e. to the specialized fashion resources. Contemporary technical opportunities offered by the Internet enable presentation of images at a higher quality and to a wider target audience, compared to that in the magazine.

Behaviour based target advertising technologies may generate appearance of most efficient and attractive ads, also offer staggering opportunities of image advertising. Geographically target advertising technologies enable to detect the user's physical loca-

tion and increase the efficiency of advertising.

MMORPG are Massive Multiplayer Online Role-Playing. Also an acronym MMOG (Massively Multiplayer Online Game) is used. This is one of the most promising Internet advertising and overall development trends. Already now a vast amount of money is involved in this industry, which approximately corresponds the GDP of such countries as, for instance, Namibia. All largest Russian internet companies, including *Yandex*, *Rambler* and *Mail.ru* started developing their own MMOGs. Lithuania will soon be one of such countries. According to the forecasts of the British IGA *Partners* by 2008 the global online game market will have grown up to \$1bn. According to J. Krueger (1996), there are instances when small size enterprises, which "don't believe" in advertising, inefficiently and irresponsibly pay attention to the advertising budget. Moving part of the company's advertising budget to the Internet increases the efficiency of a "multi-channel" advertising campaign. A survey carried out by *IAB* group on MacDonald's advertising campaign revealed that an optimum share of advertising on the Internet makes up 10–15%. Having increased the cost share from 1 to 13% the brand recognition increased by 8%. From the very start attendance is defined using the statistical systems of various websites. One of them is when the visitors' stream is set using the code, which analyses the users' actions. In Lithuania there such systems as *Gemius* (<http://audience.lt/>), *hey.lt* (<http://hey.lt/>), various Top 100, popular *Google Analytics* (<http://www.google.com/analytics/>). Another way is to analyse WWW server logs. Among open code programmes *Analog* (<http://www.analog.cx/>), *Webalizer* (<http://www.mrunix.net/webalizer/>) (outdated but still used), *Stone Step Webalizer* (<http://www.stonesteps.ca/projects/webalizer/>), *awstats* (<http://awstats.sourceforge.net/>) should be mentioned. Also a lot of commercial catalogues exist. In any case, the same kind of information is analysed, only the way of obtaining it is different, which also determines the character of statistical misrepresentation. Statistical systems can be easily cheated by imitating a visitor. For instance, when ADSL connection is used, most often upon connecting, the user's computer acquires a new IP address which is understood as a unique visitor. Such a visitor may visit several web pages and open advertising links. Manually it is also possible to "make" dozens of visitors. It is possible to program a visitor's simulator using anonymous WWW proxy servers, in this way making "visits" more convenient and faster. This means that having analysed visitors' frequency it is possible to draw conclusions about efficient increase of advertising. Also an important factor determining the increase of Internet advertising is

time of day, on which the user and banner activities depend. Therefore, optimizing advertising campaigns according to the time of day may significantly affect the efficiency of business operations (accessed: 09-01-2008 <http://www.iks.lt>).

Another possibility is that each ad is directed to a narrow target audience. One of the ways to increase appropriateness is a breakthrough in the field of advertising outline. In the ideal case the degree of efficiency for each banner as well as the audience characteristics should be measured. Having this information it is possible to place more efficient ads. This kind of ads will be useful rather than intrusive (accessed: 02-01-2008 <http://evhead.com>).

One of the most efficient forms of Internet advertising is e-mail. This is the method when an ad is sent to the addressee by e-mail. Sending e-mail is the most efficient when it is received by the interested user.

Mini sites. It is a very widely spread way of advertising among the catalogue information sources. Here the advertiser maintains and advertises a small website with your information, from which you get directed to your main source. Such way is helpful in case the user wants to look through the maximum amount of offers. In mini sites information is presented mainly in the standard way and this makes comprehension easier. A mini site can also function as the first page, directing the user to the definite pages of your source. Mini sites can also be used without having your own source, and then it serves as the main carrier of information on the Internet. Such pages can also be designed for special offers, merchandise or service (accessed: 22-01-2008, <http://www.iks.lt>).

Generalising advertising opportunities on the Internet it is possible to state that advertising on the Internet is the latest and still considered as a non-standard means of Internet marketing. While the Internet technologies are developing fast and the number of users is increasing, this kind of advertising is accelerating and each year takes up a larger part of traditional advertising.

Conclusions

Theoretical survey results revealed that the Internet is the most popular computer environment standing out with its unique marketing features and playing the role of a means of communication, which unlike the traditional media, is by its nature interactive, flexible and endless, and the global electronic market with no territorial or time limitations allows to sell and purchase interactively and thus changes the possibilities of distribution.

Having reviewed the opportunity increase of-

fered by the Internet advertising as a contemporary means of advertising communication we can come to the conclusion that the Internet evolution is moving towards collaboration and interactivity. Alongside with the existing forms of advertising, new online advertising forms should occur, serving advertising opportunity increase criteria or models of future advertising. It is obvious that in the process of online evolution not only the web services and software is going to improve, but also the ways of advertising distribution.

Companies which use the Internet in their marketing programmes present themselves to the world as modern, understanding the world economy trends and going "step in step" with time. It is also possible to state that an important aspect for a business presenting itself on the website is its design, functionality and text, all of this playing an important role in formulating a positive opinion about the company and its produce.

The increase of advertising on the Internet is possible in the following ways: a more efficient use of banners, increasing the amounts of contextual advertising, using contextual-public relation projects, implementing geographically targeted advertising technologies, behaviour-based target advertising technologies, the use of MMORPGs, setting the best time of day, defining the activity of the users and moving the company's advertising budget online.

Online advertising opens another space to popularize the company's name and its produce.

References

1. Bakanauskas A. (2004). *Marketingo komunikacija*. Kaunas: VDU.
2. Barnet Dž., Moriati S. - Барнетт Дж., Мориарти С. (2001). *Маркетинговые коммуникации. Интегрированный подход*. ISBN 5-272-00232-6, Питер, Санкт-Петербург.
3. Burdak I. – Бурдак И. *Корпоративный сайт – средство рекламной коммуникации*. Access through the Internet: <http://www.pro.ru>. [accessed 008-01-10]
4. Uels U., Moriarti S., Barnet Dž., - Уэллс У., Мориарти С., Барнетт Дж. (2007). *Реклама: принципы и практика*. 7-е изд. ISBN 978-5-469-01172-9
5. Brunett J.J. (1991). *Promotion Management*. 7th ed. N.Y 1993. - P.243. KOTLER, P. *Marketing Management: Analysis, Planning, Implementation & Control*. 7th ed. N.Y.
6. Chaffey D., Mayer R., Johnston K., Ellis-Chadwick F. (2000). *Internet marketing: strategy, implementation and practice* / Prentice Hall.
7. Gatautis R. (2003). *Internetinė reklama* / R.Gatautis, L.Milašius, J.Svitojus. Kaunas, ISBN 9955-09-368-4.

8. Kenneth C. Laudon. (2003). *E-commerce: business, technology, society*/ Kenneth C. Laudon, Carol Guercio Traver. ISBN 0-321-20056-X
9. Keršienė V. Reklamos rengimas ir projektavimas kompiuterinėmis technologijomis. Access through the Internet: <http://www.lja.lt>. [accessed 2008-01-09].
10. Kondrotaitė A. (2000). *Reklama ir etika - vis dar priešingose stovyklose pusėse*// Vadovo pasaulis, 2000, Nr. 6, p. 30–35.
11. Konferencija „E.virusas 2007“. Access through the Internet: <http://www.vcc.lt>. [accessed 2008-01-10]
12. Kotler P. (1991). *Marketing – Management: Analysis, Planning, Implementation & Control*. Englewood Cliffs. 7th ed. N.Y.
13. Kotler P., Armstrong G., Saunders J., Wong V. (2003). *Rinkodaros principai*. Kaunas.
14. Krueger, J. (1996). *Developing a Marketing Budget, Target Marketing*.
15. Lamb, Charles W. (1996). *Principles of marketing*/ Charles W. Lamb, Joseph F. Hair, Carl McDaniel. ISBN 0-538-81368-7 Colege Division South-Western Publishing Co.
16. Mann I. - Манн И. (2007). *Маркетинг на 100%: ремикс*. Москва.
17. Marcinkevičiūtė P. *Internetinis marketingas*. Access through the Internet: <http://verslas.banga.lt>. [accessed 2008-01-09].
18. Minasova S.G. – Минасова С. Г. (2000). *Язык и межкультурная коммуникация*. Москва.
19. Nigel Piercy. (1987). *The Marketing Budgeting Process: marketing management Implications*, Journal of marketing (October 1987).
20. Access through the Internet: <http://evhead.com>. [accessed 2007-12-02].
21. Access through the Internet: <http://www.nytimes.com>. [accessed 2008-01-09].
22. Russell T. - Расселл Т. *Главные принципы создания успешного рекламного дизайна*. Access through the Internet: <http://marketing.spb.ru>. [accessed 2008-01-09].
23. Richtel, M. Media Companies Regain Appetite for Taking Risks in Tech Start-Ups, October 19, 2007. Access through the Internet: <http://www.nytimes.com>. [accessed 2008-01-24].
24. Rodgers, Shelly. (2003). The Effects of Sponsor Relevance on Consumer Reactions to Internet Sponsorships. *Journal of Advertising*, No 32 (4), p. 68–76. Access through the Internet: <http://jiad.org/vol11/no1/roddgers>. [accessed 2008-01-23].
25. Rodgers, Shelly, and Esther Thorson. (2000). The Interactive Advertising Model: How Users Perceive and Process Online Ads. *Journal of Interactive Advertising*, No 11. Access through the Internet: <http://jiad.org/vol11/no1/roddgers>. [accessed 2008-01-23].
26. Sally J. McMillan. *Internet advertising: one face or many?* Access through the Internet: <http://web.utk.edu>. [accessed 2008-01-13].
27. Stasiūnienė I. *Reklamos Internete parduodama vis daugiau*. Access through the Internet: <http://online5ci.lt>. [accessed 2008-01-09].
28. Šumovič A. - Шумович А. *Реклама, PR и другие инструменты продаж вашего мероприятия*. Access through the Internet: <http://www.marketing.spb.ru>. [accessed 2008-01-09].
29. Verslas ir e-verslas. (2002). *Integravimas, galimybės, metodai*. Mokojoji medžiaga. Kaunas. ISBN 9955-09-148-7
30. Vesnin R. V. - Веснин Р. В. *Стратегия рекламной кампании*. Access through the Internet: <http://marketing.spb.ru>. [accessed 2008-01-09].
31. Zemdliauskaitė A. *Naujoji interneto reklama žada teigiamų pokyčių*. Access through the Internet: <http://www.online.5ci.lt>. [accessed 2007-12-02].

S. Jakštienė, D. Susnienė, V. Narbutas

Interneto, kaip šiuolaikinės reklamos komunikacijos priemonės, plėtros galimybės

Santrauka

Šiandien drąsiai galima teigti, kad rinkodaros galimybės verslui atveria sparti interneto plėtra. Internetas užkariauja vis didesnę įmonių rinkodaros dalį. Tai suprantama, nes vis daugiau įmonių rinkodaros specialistų įsitikinę, kad internetas yra rinkodaros komunikacijos kanalas, leidžiantis įgyvendinti reklaminius įmonių projektus gerokai pigiau ir efektyviau. Dažniausiai kaip reklamos komunikacijos priemonės pasitelkiamos interneto svetainės. Daugelis autorių pripažįsta, kad tos įmonės, kurios savo rinkodaroje naudoja internetą, prisistato pasauliui kaip šiuolaikinės, suprantančios pasaulinės ekonomikos tendencijas ir neatsiliekančios nuo progreso.

Straipsnyje identifikuota probleminė situacija suteikia galimybę suformuluoti mokslinę problemą. Siekiama išsiaiškinti, kaip internetinę reklamą padaryti efektyvia įmonės reklamos komunikacijos priemone, kokios galėtų būti efektyvumo didinimo galimybės. Straipsnio tikslas –

atskleisti interneto, kuris laikytinas šiuolaikinės reklamos komunikacijos priemone, plėtros galimybes.

Vis daugiau įmonių pasitelkia labai paplitusią interneto priemonę – pasaulinį tinklą (angl. *World Wide Web*). Tai pagrindinė verslo pasaulio komunikacijos priemonė, padedanti gauti informacijos ir ja keistis su esamais ir potencialiais vartotojais užsienio valstybėse ir šalies viduje. Interneto, o ypač pasaulinio tinklo, populiarumo didėjimą šiandien lemia dar ir tai, kad interneto puslapiai yra patrauklūs ir lengvai pasiekiami, juose informacija pateikiama hiperteksto, grafikos, vaizdo bei garso pavidalais. Pasaulinio tinklo, kuris yra komercinės žiniasklaidos priemonė, populiarumą lemia galimybė valdyti informacijos šaltinius visame pasaulyje. Dar prieš ketverius ar penkerius metus internetas buvo vertinamas pirmiausia kaip didžiulė biblioteka, o svarbiausia jo nauda buvo laikoma pagalba ieškant reikalingos informacijos bei galimybė ją

pasiekti. Dabar internetas – populiariausia kompiuterinė aplinka, išsiskirianti unikaliais rinkodaros bruožais ir atliekanti dvejopą vaidmenį:

- tai – nauja komunikacijos priemonė, nepanaši į tradicines visuomenės informavimo priemones, nes iš prigimties yra interaktyvi, greitai kintanti ir beribė;
- tai – globali virtuali elektroninė rinka, neturinti jokių teritorijos ar laiko apribojimų, ji leidžia interaktyviai pirkti ir parduoti prekes, keičia paskirstymo galimybes.

Pasak Kenneth C. Laudon, Carol Guercio Traver (2003), sudarant komunikavimo planą, siekiant didinti įmonės veiklos efektyvumą, reikia atminti du pagrindinius principus. Pirma, įmonė turi pateikti turinio vertę informacijos ir idėjų ieškantiems klientams. Tai sukuria tikėjimą, kad daugelis žmonių žiūri į internetą kaip į gigantišką biblioteką ir nepriima arogantiškų arba įkyrių tinklalapių bei gudrybių. Visose interneto rinkodaros komunikacijos rūšyse turi būti laikomasi šios kultūros. Antra, internetas, kaip rinkodaros komunikacijos kanalas, skiriasi nuo kitų, nes klientas nusprendžia tai, ką užsisakyti, tada, kai peržiūri visą medžiagą. Vadinasi, lankytojai renkasi ne linijinį kelią, kai jie mato reklamos seriją televizijoje, skaito reklaminių skelbimų žurnale ar spaudos pranešimą, o daugybės puslapių kelią, nes vartotojai prieina prie įvairių tinklalapių. Vadinasi, įmonėms neužtenka vien turėti internetinį puslapį, reikia jį padaryti tokį, kad puslapis pristatytų įmonę ir sudarytų teigiamą vartotojų požiūrį į reklamuojamas prekes ar paslaugas.

Matomiausia, populiariausia ir turbūt efektyviausia veikianti reklamos internete forma yra reklaminiai skydeliai.

Pasaulyje sparčiausiai auga kontekstinės reklamos apimtis. Jau dabar jos dalis sudaro 60–70 procentų interneto reklamos rinkos. Tai toks reklamos būdas, kai įvairaus pobūdžio reklama dedama prie panašaus konteksto informacijos ar paieškos rezultatų ir į išskirtines pozicijas

Kitas interneto privalumas susijęs su sparčiai įsivainamais kontekstiniais ir viešųjų ryšių projektais. Internete yra gerokai didesnės galimybės plačiau (nes pigiau) pristatyti kompaniją naudojant viešuosius ryšius. Pastaruoju metu, internetui daugelyje sričių tapus populiariausia informacijos gavimo priemone, tai gali būti laikoma ir efektyviausia viešųjų ryšių forma. Dėl vietos šiame segmente konkuruoja viešųjų ryšių ir žiniasklaidos agentūros. Vieni turi daugiau patirties ir gali kurti viešųjų ryšių projektus, kiti išmano, kur juos pateikti. Tačiau tiek vieną, tiek kitą

funkciją gali atlikti bet kuri agentūra. Šiandien matoma, kad viešųjų ryšių patirtį turinčios agentūros sukuria gerus projektus, bet jie būna prastai išviešinami. Pasitaiko, kad gerai pateikiamas neįdomus žiniasklaidos agentūros projektas. Dabartinės interneto galimybės leidžia vaizdą perteikti kokybiškiau ir didesniai interesantų kiekiui nei žurnale.

Naujos ir elgesiu paremtos tikslinės reklamos technologijos gali stimuliuoti efektyviausios ir patraukliausios reklamos atsiradimą, taip pat pateikti išpūdingų įvaizdžio reklamos galimybių.

Geografiškai tikslinės reklamos technologijos leidžia nustatyti fizinę interneto naudotojų buvimo vietą ir padidinti reklamos efektyvumą.

MMORPG – tai daugiavartotojiški internetiniai vaidybiniai žaidimai. Taip pat vartojama sąvoka MMOG (daugiavartotojiški internetiniai žaidimai). Tai viena perspektyviausių internetinės reklamos bei apskritai interneto plėtros krypčių. Jau dabar šioje pramonėje sukasi didžieji pinigai, kurie apytiksliai atitinka bendruosius vidaus produktus.

Dalies įmonės reklamos biudžeto perkėlimas į internetą didina „daugiakanalės“ reklaminės kampanijos efektyvumą.

Interneto naudotojų lankomumas nustatomas naudojant įvairių tinklalapių statistikos sistemas. Vienu iš būdų lankytojų srautas nustatomas į svetainę įdiegus apskaitos sistemos kodą, kuris analizuoja ateinačių lankytojų veiksmus. Išanalizavus vartotojų lankomumą, galima daryti prielaidas apie efektyvios reklamos didinimą.

Taip pat svarbus veiksnys, lemiantis interneto reklamos efektyvumo didėjimą, yra paros laikas, nuo kurio priklauso vartotojų ir reklaminių skydelių aktyvumas. Reklaminių kampanijų derinimas su paros laiku gali pagerinti įmonės veiklos efektyvumo rodiklius.

Kiekvienas reklaminių skelbimų galėtų būti nutaikytas į tam tikrą siaurą vartotojų auditoriją. Vienas atitinkamumo pagerinimo būdų yra protrūkis reklamos matmenų srityje. Idealiu atveju reikia išmokti išmatuoti kiekvieno reklaminio skydelio efektyvumo laipsnį.

Apžvelgus interneto reklamos, kaip šiuolaikinės reklamos komunikacijos priemonės, plėtros galimybes daroma išvada, kad interneto evoliucija nukreipta į bendradarbiavimą ir interaktyvumą. Šalia egzistuojančių reklamos formų turėtų atsirasti naujų, kurias būtų galima laikyti reklamos galimybių didinimo kriterijais arba ateities reklamos modeliais.