

INTERNET ADVERTISING AS AN IMPORTANT TOOL FOR BUSINESS DEVELOPMENT

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Abstract: The relevance of the research topic lies in improving the quality of entrepreneurial activity in the conditions of an uncertain environment and geopolitical challenges. The importance of developing a high-quality enterprise strategy is determined by several negative factors in the corporate market of many countries. Digital technologies, as a product of human scientific and technical progress, greatly simplify entrepreneurial activities, and Internet advertising ensures long-term viability on the market. Using Internet advertising and special software has become a key factor in the development of entrepreneurial activity in current conditions. It was with the help of the formation of quality strategies and innovative approaches to developing a digital marketing strategy that it was possible to improve the features of the enterprise's activities in a global environment. The purpose of the academic paper is to study the use of Internet advertising in a real example and outline the fundamental principles of its implementation. The research objective is to analyze the essence of the definition of Internet advertising in the context of an uncertain environment on the market and to study the key advantages and disadvantages of using Internet advertising. The research object is Internet advertising as a modern innovative tool for implementing the enterprise's marketing policy and strategy. The research methodology consists of the possibility of forming qualitative approaches to developing entrepreneurial activity and using open software for digital marketing. The obtained research results can improve the planning of business activities and stimulate the development of their web resources as prerequisites for implementing effective Internet advertising. The academic paper investigates the features of implementing Internet advertising. Thus, the scientific article provides several practical results for the possibility of using Internet advertising by entrepreneurs in European countries.

Keywords: digital marketing, internet advertising, advertising budget, conversion, indexing, SEO optimization, search engines, websites.

1 Introduction

In current conditions, the development of Internet advertising, as an important tool for the formation of entrepreneurial activity, plays a key role in implementing an enterprise's advertising campaign and marketing strategy. The main principles of the effectiveness of conducting and using Internet advertising became the possible comprehensive coverage of the social audience in the market and the creation of the human capital's reserve, which is processed with the help of "big data" technologies. Unlike any other kind, online advertising can study qualitative indicators of reach, conversion and user migration. Moreover, with the development of information technologies, it is possible to conduct extensive surveys and questionnaires, which can determine why the customer has refused to purchase or what motivated him to choose the service of another company or organization. In fact, Internet advertising is a catalyst for developing the company's competitiveness, forasmuch as the toolkit for market research is as simple and operational as possible. With the help of technology, one can explore key competitive advantages and determine one's future activities. The development of information technologies has made it possible to create remote communications between the enterprise and the client. This can qualitatively improve its activity in the long-term perspective. By virtue of this format, entrepreneurial activity is transformed to a new level. After all, the use of modern digital tools increases the efficiency of the enterprise's functioning in the domestic market, and stimulates it to wide

internationalization. Current geopolitical events, such as the war in Ukraine and the massive shortage of energy resources in Europe also cause the importance of using Internet advertising. The development of such events stimulates the search for the use

of tools of a remote nature and the reduction of real presence on the market (that is, renting offices, physical visits of employees, etc.). In the coming years, it is predicted that the market of Internet services will grow almost twice or even three times. According to this approach, the issue of developing Internet advertising is important in the implementation of entrepreneurial activity, and it indicates the possibility of improving the available resources of a modern entrepreneurial strategy. Scientists argue about the effectiveness of implementing Internet advertising on various platforms and the methodology of its introduction because there is a variable link in the fulfillment of advertising campaigns on the Internet. Considering that this market segment is still incompletely studied, the advertising campaign takes place in several stages with the possibility of partial changes in key parameters and indicators according to which it is configured. The use of software in processing the Internet advertising results is equally important as the use of Internet advertising itself. Each advertising campaign should be analyzed to provide opportunities for improving the business in the market and identify key factors of its advantages and disadvantages. This is precisely why the issue of analyzing the company's marketing campaign is of the highest priority in implementing digital marketing activities.

2 Literature Review

The research problematic lies in the possibility of widely use of modern tools to implement Internet advertising. Each platform has its own features for implementing an advertising campaign

by applying digital technologies. For instance, social networks have their system of setting and pricing for an advertising campaign. Websites have a more structured approach to using Internet advertising, which has led to their becoming the market leader as a tool for introducing advertising. According to scientists' viewpoints (Stephen, 2021), Internet advertising is a product of the development of digital technologies, and it will become the main factor in the development of business activities. One can agree with this statement, forasmuch as online advertising contains many indicators that can reflect information about the enterprise's activities. Based on Internet advertising, it is possible to investigate whether a product or service is interesting for the target audience. The possibilities of Internet advertising are also reflected in the financial policy of the enterprise by optimizing the budget of marketing campaigns and improving the flow of customers. This is crucial for the development of product-oriented enterprises. The scholar (Shankar, 2021) believes that Internet advertising is developing rapidly, leading to total society digitalization. In addition, the author notices the danger in advertising due to its direct influence on the human psyche. After all, the application of animation and special media technologies stimulates people to purchase and apply the company's services. Such a standpoint makes sense forasmuch as the need to regulate and observe the ethical and cultural norms of the advertising campaign must correspond to the legislation, which is the prerogative of the future digital legal system. The scientist (Andrade, 2022) considers the importance of the introduction of Internet advertising; he believes that it is with its help that commercial success can be achieved in the modern world. By the way, the author emphasizes the necessity to invest in advertising and carry out advertising campaigns, which can enhance the quality of the enterprise's marketing activities and stimulate its

effectiveness. Moreover, it is the use of effective tools of advertising campaigns that can be aimed at studying the quality of a product or service. The scholar (Oncioiu, 2021) adheres to an interesting opinion, who determines that currently, the only way out for the functioning of business after outbreaks of the pandemic is to transfer it to the information environment, the transition of employees to remote work and emphasis on using Internet advertising. The development of a marketing strategy in today's conditions, according to the author (Rivera, 2020), should make up more than ninety percent of the use of Internet technologies. And only a small part is proposed to be used for traditional marketing, such as visiting exhibitions and fairs, which can strengthen the company's brand. The author's opinion (Mihai-Yiannaki, 2021) is also reasonable, who notes that Internet advertising has changed the corporate vision of the world of entrepreneurs. The emergence of information technologies can significantly accelerate the pace of enterprise development and find customers worldwide, according to customized segmentation. Another scholar (Ioannou, 2021) emphasizes that the development of Internet advertising is a positive phenomenon, but ensuring its implementation and digital security should be a priority direction of development, not a consequence of advertising. In addition, the author notes that digital security should apply to all levels of business activity, both at the level of developing an advertising campaign and during its implementation. Great attention is given to Internet advertising technology through media technology; according to the scientist's viewpoint (Nanda, 2021), modern media technology and the increasing influence of virtual reality can create a new platform of competition in subsequent future. The scholar hypothesizes that the development of information technologies will create more and more platforms for the possibility of online advertising, forasmuch as it is a resource for

receiving and providing material benefits to enterprises and customers. The scholar (Kapoor, 2018) has an interesting viewpoint on advertising. He believes that in the current uncertain environment, the application of digital technologies is of particular importance, because Internet advertising can be easily adjusted according to the needs of the enterprise. Therefore, the issue of Internet advertising is widely discussed and subject to consideration in scientific circles, which has led to determining the further goals and objectives of the conducted research.

3 Research Goals

The purpose of the research lies in analyzing Internet advertising and the features of its use in the modern business environment. The research's key goals are analyzing the definition and means of Internet advertising implementation. An important direction for conducting the analytical research is analyzing an uncertain environment according to social-economic and geopolitical factors and forming a further strategy of entrepreneurial activity. A significant objective of the academic paper is to reveal modern and future prospects for Internet advertising, and to identify key advantages and disadvantages. Due to the relatively young market of information technologies, it is expedient to characterize modern types and tools of Internet advertising. The academic paper pays particular attention to the possible development of entrepreneurial activity in an uncertain environment and the planning of one's marketing activities as a factor in the development of increasing the enterprise's competitiveness. Based on the grounds outlined, it is important to use up-to-date means and tools to implement online advertising in the digital environment and to attract the most popular measures accepted in the world community.

4 Materials and Methods

In the course of the research, the methods of scientific studies are applied, which make it possible to most fully characterize the aspects of using Internet advertising in business activities under the condition of an uncertain environment. Moreover, to achieve the goals set, it is possible to create one's research toolkit, which will be based on the features of analysis and determination of the most promising direction of Internet advertising. By using the analytical method, the features of the quality functioning of entrepreneurial activity in the context of the global digital development of technologies in the corporate sector have been determined. By applying the synthesis method, the definition of Internet advertising has been determined and the key approaches to its implementation have been characterized. Developing the concept of Internet advertising as a marketing category is quite controversial in the scientific discourse according to the level of classification features. It is proposed to consider Internet advertising from the viewpoint of using digital technologies in the online environment. An important factor in conducting the research is applying the deduction and induction method to determine the basic principles of planning and fulfilling the company's advertising campaign, which can qualitatively improve the marketing environment and contribute to the development of the enterprise's strategy. By applying the method of abstraction, the conditions of the modern development of entrepreneurial activity are characterized as unstable and difficult to predict due to the stabilization processes caused by the war in Ukraine and the spread of the coronavirus pandemic, have been investigated. Studies of web resource indicators have been carried out using modern software, namely Ahrefs and the Screaming Frog program, applying for marketing and SEO audits. The obtained results testify to qualitative approaches to forming and planning Internet advertising in an

uncertain environment. The methodical approach to the quality formation of developing Internet advertising has been introduced in the academic paper, as well as the opportunity of its application in the domestic market. Moreover, particular attention is paid to the advantages of using web resources as a key means of improving the quality of entrepreneurial activity. It is on the basis of information technologies and the ability to carry out advertising campaigns, the company can gain its competitive advantages in the market. The approaches of Internet advertising in business activity testify to the qualitative and stable development of the necessity to improve this direction and the prospect of digitalization of enterprises as a trend of future corporate activity. Thus, the proposed scientific research methods and specialized software can provide evidence of the effectiveness of using Internet advertising by a particular enterprise. The positioning of the described methods stimulates the conduct of the analytical research.

5 Results

Currently, due to the global impact of digitalization on business activity, it is necessary to create high-quality tools for developing activities in the corporate market. Many enterprises, using their potential opportunities in the market of remote communications and electronic commerce with the help of Internet technologies, qualitatively improve the functioning of all enterprise departments. The use of Internet technologies in the company's activities has several advantages, and Internet advertising is the crucial one of them. With the development of digital infrastructure and the improvement of existing operating systems, it has become possible to implement technology that will cover large social environments and influence the purchasing power of people with the help of special media files or various non-verbal technologies.

In essence, Internet advertising consists of disseminating information about one's goods or services through remote and indirect contact with the customer. As a rule, advertising can be placed on web resources and created with the help of special marketing software. In addition, to use effective tools for the distribution of Internet advertising, it is necessary to implement modern software that can improve the policy of the enterprise's operation in the market of technologies and products.

Let's consider the key types of Internet advertising and give their characteristics in Table 1.

The data in Table 1 indicate that at this stage of the development of digital marketing, there are diversified types of Internet advertising. Each of them has its features, but the application of SEO optimization is considered to be the most important one. The significance of the benefits of SEO optimization lies in the possibility of increasing the website's position in search queries on the part of the user. The first ten websites displayed to the client during his search request are the ones that will be able to sell his product. In order to implement the possibilities of SEO optimization, it is necessary to use a long-term strategy of increasing the level of trust of search engines in the web resource through the placement of links to the website, the creation of high-quality content and the avoidance of plagiarism in photos, videos and text materials. Search systems qualitatively analyze the activity of a web resource, its subject matter and key indicators of network activity.

Tab.1: Types of Internet advertising and their characteristics
SEO optimization

It consists of the technology of increasing the position of the website in search queries. SEO optimization includes a wide range of tools for auditing and improving the informational component of a web resource.

Contextual advertising

It is characterized by tracking the actions of Internet users on the network and identifying the key information of their search queries. The browser and provider record the user's Internet behavior and classify it according to his needs. Processed results are provided to the customer, identifying people who have been most interested in the product in which the entrepreneur operates. After data processing, the user receives permanent advertising banners during his searches on the network, which can motivate a purchase due to real and keen interest.

Media advertising

Media advertising is characterized by creating quality media content with the help of songs, ordering reviews or comments. Media advertising can include any advertising that uses animation and aims to attract a customer using verbal indicators.

Teaser advertisement

Teaser advertising is based on using the features of forming the relevant factors of a partnership between two web resources. It is on the basis of the partnership of both web resources, an advertising campaign is carried out by placing advertising banners from both companies.

Advertising in social networks

Advertising in social networks consists of the possibility of implementing SMM activities to increase the company's brand recognition. Currently, social networks are a key source of brand recognition and distribution. In addition, social networks provide several tools for implementing an advertising campaign, which can improve the quality of the company's marketing

strategy formation.

E-mail advertising

E-mail marketing consists in the mass mailing of template letters about the product or its description.

This method is outdated; however, this type of Internet advertising can be effective for older age groups and conservative businesses.

Source: compiled by the author.

In the modern scientific circle of studies, considerable attention is paid to the issues of the principles of implementing advertising campaigns on the Internet. The following key features of Internet advertising in the information market are distinguished, namely:

- ♣ The ability to track and maintain statistics on views, clicks on links, etc. Such a feature provides a key advantage for the implementation of marketing campaigns. The rational distribution of the advertising budget and control of the flow of funds is particularly important in business activities.

When conducting Internet advertising, one can follow the main trends of its development and formation on the market. Moreover, during the initial testing of the advertising campaign, it is possible to determine which market segment has been most interested in advertising and what has prompted the purchase.

- ♣ Low price compared to traditional advertising. Most advertising in the information space is relatively cheap and effective in its perception. For instance, when placing an advertisement in conventional means of communication with the required audience: banners, television, etc., the cost of advertising will be much more expensive than placing a link on a well-known web resource.

- ♣ The opportunity of process management. Internet advertising, according to the scholar's viewpoint (Lim, 2019), is the art of remote communication between an

enterprise and its people. This opinion is reasonable, forasmuch as with the help of modern advertising tools, it is possible to introduce effective means of communication with customers and create the necessary funds for the further development of the enterprise.

♣ Variability. Internet advertising contains a significant number of characteristic features regarding its implementation. For instance, the formation of an effective advertising campaign can be divided into several key stages, which make it possible to implement the basic principles of its formation in the short and long term. Moreover, to use modern tools for developing Internet advertising, it is essential to improve software and special platforms that provide the possibility of implementing digital advertising campaigns.

Under the conditions of spreading the coronavirus pandemic and the global political and economic instability caused by the war in Ukraine, using Internet advertising has become a key priority for most companies nowadays. The advantages of using Internet advertising in the modern space can create several bonuses for the enterprise, as this type of advertising does not require the physical presence of employees. During the global lockdown, most businesses that neither used internet advertising tools nor had powerful software failed to survive on the market. This is precisely why the issue of implementing Internet advertising is the most important tool for forming and developing the company's marketing policy. For this purpose, various means of influencing a person are applied by using non-verbal contacts and playing on a person's emotional needs. Internet advertising provides visual benefits through animation.

In addition, modern means of Internet advertising provide entrepreneurial activity with several advantages, compared with traditional marketing activities; after all, it is with the help of

Internet advertising that the company can acquire a high flow of customers.

For any enterprise, the practice of implementing Internet advertising is of particular importance. The issue of implementing information technologies during the planning of the marketing activities of the enterprise should be based on the key qualities of the advertising budget formation and its distribution: a diversified portfolio of advertising tools and monitoring of trends. According to this principle, an effective policy of conducting advertising activities can be implemented. Let's consider the basic stages of entrepreneurial activity in conditions of an uncertain environment and the ways necessary for the effective implementation of an advertising campaign based on using Internet technologies, namely:

- Studying and segmentation of the market. This process includes research mechanisms with the help of software, conducting empirical studies: online questionnaires, forming a survey, and modeling scenarios for developing the selected market segment in the long term perspective.-

♣ Choosing which tools of advertising the company will use. In today's world, there are various types of Internet advertising and each of which is effective in its own way. However, the key thing when carrying out Internet advertising is that the entrepreneur should use various information platforms from which he will carry out his activities. These platforms include social networks, websites, and special web resources of distributors in the market.

♣ Planning and compiling the advertising budget. Such a step is necessary, considering the instability of the external environment for conducting a qualitative study through the implementation of Internet advertising. The enterprise should plan an advertising budget for each technology.

When conducting an advertising campaign, it is necessary to monitor statistics and conversion rates carefully, and analyze how profitable advertising has been in financial terms.

♣ The final stage of entrepreneurial activity in implementing an advertising campaign based on Internet advertising is the analysis of indicators and the formation of marketing conclusions. With the help of statistics, it is possible to single out the key advantages and disadvantages of the conducted campaign and change the blocking policy. For instance, a greater emphasis should be placed on social networks and media or on targeted advertising. Thus, the considered stages will serve as characteristic features of the quality of implementing Internet advertising in business activities, and they will be able to maximize the effectiveness of its implementation by the chosen strategy. Currently, the war in Ukraine has become the main global challenge, which has entailed a number of negative factors influencing business processes around the world, namely: job cuts, the high cost of renting premises, the need for remote communication, etc. For such reasons, Internet advertising is gaining relevance as the main means of supporting the enterprise on the market. With the help of Internet technologies, the company can partially level the risks from the political and economic situation. Therefore, the corporate market of Ukraine, namely the construction company “Agent Bud” was chosen as an example. A medium-sized enterprise that is not a market leader and relies mainly on its marketing efforts was chosen. The main business card of the enterprise is its website, forasmuch as the key advertising campaign is carried out precisely on its basis. Let’s consider the quality of the website’s SEO optimization with the help of special website audit tools and its analysis. The number of links to the website of the company under study is

shown in Table 2.

Tab. 2: The number of links to the website included in the index of search engines

SEO optimization

It consists of the technology of increasing the website’s position in search queries. SEO optimization includes a wide range of tools for auditing and improving the informational component of a web resource.

Contextual advertising

It is characterized by tracking the actions of Internet users on the network and identifying the key information of their search queries. The browser and provider record the user’s Internet behavior and classify it according to his needs. Processed results are provided to the customer, identifying people who have been most interested in the product in which the entrepreneur operates. After data processing, the user receives permanent advertising banners during his searches on the network, which can motivate a purchase due to real and keen interest.

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E-mail advertising

E-mail marketing consists in the mass mailing of template letters about the product or its description. This method is outdated; however, this type of Internet advertising can be effective for older age groups and conservative businesses.

Source: compiled by the author based on the software "Screaming Frog". Table 2 reflects the characteristic features of developing the company's web resources with the help of SEO optimization. There are a total of 187 links to the enterprise's website, which are taken into account by search engines. The "Indexable" indicator shows that Google search engines have taken into account the quality of the posted links from partners or different sources where these links are based.

A small number of links to the company indicates that it uses white methods of promoting its web resource, or as specialists call it "White hat SEO". This approach is based on a long-term strategy of mastering the market; after all, when searching for the topic of building industry or construction materials, this

company's website is the first to appear. The quality of links depends primarily on the platforms on which they have been placed. For this purpose, special software is used to analyze the proposed platform's quality. The key indicator is the Domain Rating or DR indicator. In general, the following approaches should be used by entrepreneurs in conditions of the uncertain environment, namely:

- ♣ For websites where $DR < 40$: make no more than 10% of all links;
- ♣ For websites where $DR > 50$ and $DR < 75$: it is necessary to use about 40% of the total number of links;
- ♣ And with $DR > 75$, it is necessary to use the largest share of possible links according to the advertising budget of the campaign, which should cover a little more than 50%.

This approach will be able to qualitatively increase the competitive position of the web resource and contribute to its further development in the conditions of global political and social-economic instability. Considering the positions outlined, it is worth investigating the quality of the impact of SEO optimization on the part of the competing company "Agent Bud", as an example of the effectiveness of the enterprise's activities in times of war and spreading the coronavirus pandemic and a significant outflow of customers. Despite the worst-case scenario, in which economic activity can be conducted, "Agent Bud" effectively uses its resources and continues to function on the market precisely with the help of implementing Internet advertising, and, most importantly, the optimal SEO optimization strategy. Let's carry out an audit of the company's website using the "Screaming Frog" software. The results of the analysis will be displayed in Table 3.

Tab. 3: Audit results of the website of the company "Agent Bud"

Name Value

Address <https://agentbud.com.ua/>

URL Encoded

Address <https://agentbud.com.ua/>

Content text/html; charset=UTF-8

Status Code 200

Status OK

Indexability Indexable

Title 1 AGENT BUD - Modern full-cycle construction

Title 1 Length 184

H1-1 Construction company "AGENT-BUD"

H1-1 length 31

H2-1 Experts in construction

H2-1 length 24

H2-2 Services and about the company

H2-2 length 15

Canonical Link

Element 1 <https://agentbud.com.ua/>

Canonical Link

Element 1

Indexability

Indexable

Word Count 462

Text Ratio 5,11

Crawl Depth 0

Link Score

Inlinks 187

Unique Inlinks 48

% of Total 84,21

Outlinks 43

Unique Outlinks 22

External

Outlinks 19

Unique External

Outlinks 17

Hash 7131ad73b036ba963e81f39d317891b8

Response Time 0,81

Last Modified

Source: compiled by the author based on the software "Screaming Frog"

The data in Table 3 indicate that the company has a high-quality website optimization and a well-developed strategy for promoting its own brand. The company's website has a status code of 200, corresponding to the speed of inquiries. The response speed of the website pages is 0,81 seconds. Most of the main keywords for brand promotion are 15-31 characters (h1-h2 length).

The key indicator is the fact that all links from the advertising campaign have been indexed by Google search engines, which qualitatively supports its activity on the Ukrainian market. With the help of a balanced marketing strategy, entrepreneurial activity, even in the middle sectors of the corporate market, can be effective with the help of using Internet advertising. Thus, the conducted research has shown that the use of Internet advertising can qualitatively improve business activity in conditions of political, economic and social instability. The example of "Agent Bud" testifies to the fact that the company in the conditions of war and the coronavirus pandemic continues to function effectively on the market, and the indicators of its web resource show that Internet advertising is a key tool for optimizing business activities in an uncertain environment. European companies and entrepreneurs should introduce a complex and effective system for implementing Internet advertising, giving the advantages of SEO optimization as the principal one. After all, it is precisely based on developing a high-quality search engine optimization strategy that one can increase the level of sales and strengthen the position of the

company's brand on the Internet.

6 Discussion

The obtained research results indicate the necessity for further studies on the quality of using Internet advertising in entrepreneurial activities. With the help of implementing the practice of using Internet advertising, a company can increase its economic activity in the market, even in the conditions of a global decline in demand and supply. In particular, Internet advertising can save and open new markets, access to which is a much simpler procedure than it has been before. Based on the approaches outlined, it will be expedient to investigate other Internet advertising tools and analyze their influence on the development of the enterprise as a whole. The conducted research characterizes the effectiveness of search engine optimization with the help of "White Hat" technologies; however, an experimental study of "Black Hat" tools and their real effectiveness on the information market would be interesting.

The research results testify to the fact that enterprises that have used Internet advertising in their activities, even under the most unfavorable conditions, where the environment is not predictable, like in Ukraine, can maintain their position on the market and even continue to conduct commercial activities effectively. Based on the positions outlined, further investigations should be aimed at studying a methodology for comparing the use of online advertising on different platforms. For instance, an analysis of advertising campaigns in social networks and contextual advertising should be done to reveal which of them is more effective, at what budget, etc.

Foreign scientists (Hegner, 2017) see the further development of the Internet advertising issue precisely in the use of modern software that can speed up the pace of analyzed information and designate the most characteristic forms of interaction with

customers. In addition, software that can segment the market and determine the target audience more accurately is a priority, as the campaign's effectiveness depends on this.

Ukrainian scholars (Romanenko, 2019) note that the key features of Internet advertising are accessibility for small businesses. The importance of entrepreneurial activity, through the implementation of small business, influences the social-economic sector of the country, which serves as a factor of economy development. Therefore, it is worth conducting a study on the possibility of forming an innovative corporate sector and investigating the means of stimulating the use of Internet advertising for a wide range of companies and organizations. In addition, it is expedient to study the most popular social networks and the features of transforming the advertising policy within them and to model the further possible development of these companies and the quality of advertising there.

Prospects for further studies primarily concern the possibility of improving Internet advertising policy in the enterprise's marketing activities. In addition, by using modern research tools, it is possible to form analytical approaches and single out the most accurate results. Modern analytical tools provide complete information on the effectiveness and quality of advertising campaigns. It is also important to analyze the prospects for using artificial intelligence in the direction of Internet advertising and its global improvement in entrepreneurial activities.

7 Conclusions

Thus, several conclusions can be drawn from the conducted research regarding the use and formation of Internet advertising as a key anti-crisis tool of entrepreneurial activity in the conditions of an uncertain environment. The research results testify that the most effective marketing strategy nowadays is using various forms of advertising and diversification of the

qualities of conducting advertising campaigns. In order to reflect the most relevant and essential forms of business activity, it is worth implementing the practice of marketing analysis, which is based on using special software.

Internet advertising is an important direction in developing digital technologies, and it creates the need for improvement and development of both entrepreneurial activity and the corporate sector in general. It has been established that the main form of Internet advertising is SEO optimization, as a factor in building a platform from which advertising will be carried out, a factor in increasing the brand's reputation and attracting a larger share of customers in the selected market segment.

The main fundamentals of the research are that Internet advertising is an important form of use in entrepreneurial activity, and it directly impacts on the construction of management and marketing strategies. Therefore, the conducted research characterizes the rapid pace of development of Internet advertising as an important tool for enhancing entrepreneurial activity in the conditions of an uncertain environment.

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