

Table 2

*The distribution of the magnitudes of the jumps  
for different time intervals for the currency pair Euro/Dollar*

	5 min	30 min	60 min
The size of the jump	The number of jumps	The number of jumps	The number of jumps
Total number	38437	6467	3245
No changes	21578	3456	1579
< 0,1	3342	663	287
0,1–0,3	5865	854	474
0,3–0,5	6964	1200	719
0,5–0,7	567	231	155
0,7 <	121	63	31

Table 3

*The average values of the jumps and returns of the currency pair Euro/dollar*

	5 min	30 min	60 min
The average size of the jump, %	0,11	0,12	0,14
Total number of jumps	38437	6467	3245
The average yield for the whole period, %	4228	776	454

Further action was the comparison between the prices of a currency pair Euro/Dollar quotes of Brent crude oil. During this comparison for quotes on Brent oil intraday jumps were identified, using statistical methodology, the number of jumps were estimated, which allowed to identify arbitrage opportunities for investors to generate more profits in the stock market, statistical hypothesis about the presence of abrupt changes within the trading days during the calculation on time intervals of different lengths were checked, average jump, average return, and the true return for the sample period were calculated.

**Conclusions.** On the basis of this work we can conclude that the most appropriate solution is to invest in a currency pair Euro/dollar than investing in Brent.

### Список литературы

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### ИНТЕРНЕТ КАК ИНСТРУМЕНТ МАРКЕТИНГА

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### THE INTERNET AS A MARKETING TOOL

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**Abstract:** The paper aims to provide an overview of the Internet as a marketing tool. The work analyses the advantages of the Internet marketing, mechanisms to influence the potential and actual consumers of the advertiser and also it considers the assumptions and perspectives of its development in the future.

The emergence of a global computer network was marked by the emergence of a new communicative environment and the market with a large number of potential consumers who own a

fairly high level of income. At the moment Internet marketing performs the functions of communication and introduces the possibility of concluding deals, shopping and making payments. This gives it the features of a global electronic market. Traditional marketing techniques and methods of business management in many cases is not applicable to the field of the Internet into their existing model as a wide potentials of the Internet are put before the firms of the modern type rather complex task, their effective implementation in the activity of commercial companies and require the adaptation of existing or new methods of doing business.

Internet combined the hypermedia nature, the ability to create personal interaction and interactive communication. Latest communicative properties of the Internet require a modern approach to communication and review of previously used channels of communication with customers.

Internet Marketing, according to V. Kholmogorov is a set of special techniques that allow owners of corporate web resources to promote your website and unwinding thus trademark of the enterprise, extract, using network technology earnings. [1, p. 29]

A. Androsov defines Internet Marketing as a theory and methodology of organization of marketing activities in the Internet environment. [2, p.40]

Modern marketing in a network is the activity directed on attraction and deduction of clients, satisfaction of needs of the consumer for the purpose of mutual extraction of the maximum income through a network that is characterized by decrease in expenses and increase of level of profitability of investments.

The Internet is an indispensable tool for the most current market information.

It should be noted that the Internet significantly reduces non-operating expenses for the promotion of goods and services while preserving the required efficiency, reduce the risk of financial investments, making this risk is manageable. Therefore, to possess the knowledge to transform the prospects of Internet marketing into reality and to extract from them the maximum possible income.

Need of marketing application for a network it is caused by the following opportunities and advantages of the modern Internet before other mass media:

- Targeting: clear coverage of the target segment (geographical, temporal, thematic);
- Tracking: the possibility of studying the clients' actions on the site and promoting a web page, product, and marketing in relation to the results;
- Flexibility (start, stop and adjust the advertising campaign can instantly);
- Interactivity: the consumer can interact with the seller and the product, examine it, sometimes to try (e.g. demo programs, to read chapter of book), and, if appropriate, to buy them;
- The possibility of placing a large number of data (including graphics, sound, special effects);
- The effectiveness of dissemination and information;
- Reduction of transformation costs [3, p. 17].

Thus Internet marketing is the ability to use a variety of mechanisms to influence the potential and actual consumers of the advertiser. Among them are the banner ads, E-mail marketing, promotion through search engines and directories, placing (the index) of the site in search engines, directories and ratings, advertising on thematic sites, link exchange, ratings, partnership and sponsorship program.

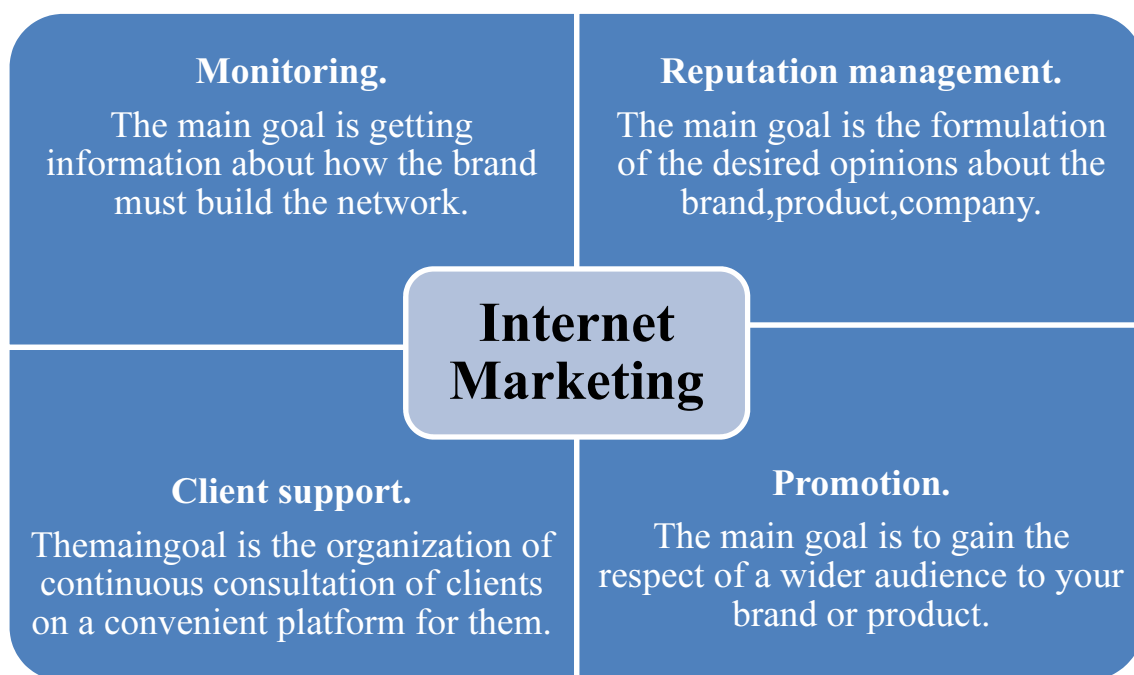
The market network is a means of mass actions on consumers who always have the ability to communicate with the company. In turn for the firm the advantage of Internet marketing is the cost reduction of the employees, reduce time in the search of partners, decision-making, deal-making, the development of new products. Online information is available at any time of the day and accordingly communicative characteristics of high flexibility, easy to produce the configuration of the information submitted, and, thereby, to maintain its relevance without time delay and distribution costs, and increase profits.

Market in the network is a means of mass action for consumers who are always able to maintain communication with the company. In turn of the company advantage of online marketing is to reduce the costs of maintenance staff, reducing the time to search for partners, decision-making transactions, the development of the latest products. Information is available on the Internet at any

time of the day and therefore highly flexible communicative characteristics allow to configure easy the provided information, thus to maintain its relevance without delay and the cost of distribution, as well as to increase the profit.

In order to expand the boundaries of the Internet is necessary to conduct marketing and advertising strategy. Strategic planning of Internet marketing is carried out in various directions which are based on direct and pointed contact with the consumer, using such tool as targeting which means the direction of advertising specifically on that user whose interest is most probable. In this case, search engine advertising considers and preserves the history of user requests.

Advertising strategy of Internet marketing is intended to promote the information on the banners. This method is a key strategy, but before you apply the banners, you need to attract a significant part of the audience and to invite to interaction designers, journalists are able to make the site more popular. Four areas of effective marketing can be represented as follows (fig. 1):



*Fig. 1. Main areas of Internet marketing*

However, the prospects of Internet marketing development are projecting. Every day companies bet on marketing in the network and analyze that in the online environment you can expect the most effective embodiment of modern conceptual approaches and ideas. For many small and medium companies Internet marketing will serve as the basis for a true commercial success.

Thus development of Internet marketing is perspective, but to improve Internet marketing is necessary to constantly improve the skills of marketing manager; to improve the system of discounts; annually to update marketing plans; to test new products and services; to develop a joint proposal to promote the brand; to encourage employees to improve the quality of work; to place in social networking business cards; to create a strategy and to update calendar for the web page; to get ahead customers by publishing in advance the answers to the questions which may arise from the customers; to use clients' feedback to manage their content.

### References

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