

## INTERNET MARKETING AS AN IMPORTANT FACTOR IN DEVELOPING BUSINESS

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### ABSTRACT

*The article discusses the problems of developing Internet marketing, reviewed factors for the developing Internet marketing in domestic and foreign practice. Opportunities for successful business in Internet marketing activities are described. The main importance and tools of Internet marketing in business processes, the possibilities of using in advertising activities, are considered by the author.*

**KEYWORDS:** *Marketing, Internet Marketing, Information Technology, IT Parks, Online Marketing, E-Commerce, E-Business, Advertising, Viral Marketing, Contextual Marketing, SEO, SMO And SMM.*

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