

**Subject of the thesis:** Advertizing on the Internet as a way of advance of goods and services (on the example of activity of the resort complex “Krepost”).

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**Organization-customer:** the resort complex “Krepost”.

**Relevance of the research issue:** Relevance of a subject of research is caused by a current state of world and Russian economy when not only developing, but also the developed states are under the influence of a permanent economic crisis; the level of the competition grows, and traditional ways of communication with consumers stop being the effective. Similarly questions of search and studying of new ways of advance of goods and services are very actual. One of the most demanded and perspective directions in this row is advertizing on the Internet.

**The purpose of the work** is to study features of advertizing serves on the Internet, and also to study opportunities of its use for successful advance of goods and services.

**Research problems:**

- to consider advertizing on the Internet as the perspective channel of marketing communications;
- to investigate the main directions and methods of an assessment of advertizing efficiency on the Internet;
- to reveal its differences and advantages before advertizing in traditional mass media;
- to analyze organizational structure and to submit the characteristic of advertizing activity of the resort complex “Krepost”;
- to develop recommendations in a question of increasing of efficiency of advertizing activity on the Internet of the resort complex “Krepost”.

**The theoretical and practical importance of research** consists in possibility of use of the received results for the organization of advertizing activity on the Internet of the enterprises of the resort sphere.

The theoretical part of work is directed on generalization of knowledge of advertizing on the Internet. Concepts, classification, elements and advertizing forms on the Internet are considered; advantages, which the Internet as an advertizing platform has over traditional advertizing means, are defined.

In practical part of the thesis instruments of advertizing on the Internet, applied in activity of the resort complex “Krepost” are considered, offers on increase in efficiency of use of this channel of marketing communication are developed.

**Results of the research:** In this issue the history of development of the Internet, its opportunities and the features which have predetermined rapid growth of the market of advertizing on the Internet was considered and allowed it to play a unique integrating role in a complex of marketing communications. Advertizing on the Internet demands specific methods of an assessment of efficiency and has a wide choice of the inherent only it flexible and powerful tools solving a problem of advance of goods and services most optimum on a ratio of the price and efficiency that is crucial for sector of small hotel business. Underestimation of this type of advertizing and its weak use can become a serious hindrance for competitiveness of the studied resort complex “Krepost”.

**Recommendations.** For increase of efficiency of advertizing activity of the resort complex “Krepost”, considering the scale of business and possibility of the budget of sanatorium, the following offers are developed: to employ the expert who is engaged in development of a site and creation and support of pages on popular social networks; to provide marketing by means of e-mail and to use banner advertizing. As a result of an assessment of efficiency of a complex of the offered actions it is found out that at expected effect of increase in sales even for 1% the net profit will increase for 3 mln 138000 rubles a year. It gives a reason to consider offers on advertizing application on the Internet of the resort complex “Krepost” effective.