

УДК 338

Уровень использования инструментария интернет-маркетинга и «Логистики 4.0» в процессе функционирования бизнес-структур

Анисимов Антон Юрьевич

*Санкт-Петербургский политехнический университет Петра Великого
студент*

Бойко Ирина Александровна

*Санкт-Петербургский политехнический университет Петра Великого
студент*

Захаренко Алина Викторовна

*Санкт-Петербургский политехнический университет Петра Великого
студент*

Аннотация

Диффузия интернет-маркетинга и логистики 4.0 как инновационный подход к повышению эффективности компании в условиях диджитализации. Проанализирован уровень внедрения и использования новых витков развития и обозначена необходимость дальнейших изменений для достижения максимальных показателей рентабельности компании при наименьших затратах. Выявлены новые позиции для развития описанной синергии «умной» логистики и интернет-маркетинга, позволяющие обеспечить новый уровень таргетирования и планирования поставок компании.

Ключевые слова: диффузия, интернет-маркетинг, логистика 4.0, рентабельность, синергия.

The level of use Internet marketing tools and “Logistics 4.0” in the functioning of business structures

Anisimov Anton Yur'evich

*Peter the Great St.Petersburg Polytechnic University
Student*

Boyko Irina Alexandrovna

*Peter the Great St.Petersburg Polytechnic University
Student*

Zakharenko Alina Viktorovna

*Peter the Great St.Petersburg Polytechnic University
Student*

Abstract

Diffusion of Internet marketing and logistics 4.0 as an innovative approach to improving the efficiency of the company in terms of digitalization. The level of implementation and use of new development cycles is analyzed and the need for further changes to achieve maximum profitability of the company at the lowest cost. New positions for the development of the described synergy of "smart" logistics and Internet marketing, allowing to provide a new level of targeting and supply planning of the company.

Keywords: diffusion, Internet marketing, logistics 4.0, profitability, synergy.

The transition of business structures to the use of Internet marketing tools and "logistics 4.0" determines the synergy of these functions, as a new stage of development of organizations to improve sales efficiency. In this article, we will discuss logistics in the framework of Industry 4.0 as an optimized and improved the direction of perform the traditional functions of logistics Department. Internet marketing will be analyzed as a new round of development of traditional marketing by means of the Internet. The aim of the work is to identify the benefits of using these technologies tools while using them, to determine the advantages of synergy of Internet marketing and "logistics 4.0»

The use of Internet marketing tools in the business environment provides companies with obvious advantages over competitors. Below are some of the authors, it is:

- a sufficient amount of information that can be obtained by the user about the manufacturer, range, plans to improve and modernize the quality management system, the benefits of buying this particular product and additional services provided by the company;
- a high level of getting results from advertising while minimizing investments in comparison with its practical application on billboards and on television;
- access to a wide audience of users due to the high level of penetration of the Internet.

The use of these tools by the company will allow the organization to reach a new level of profitability due to the described advantages.

In the West, Internet marketing is already actively used as the main source of income from the company's marketing policy, which justifies the desire of the Russian manufacturer to reach the same level with the Western in terms of the use of digital tools in this area. In Russia, the use of Internet marketing functionality is difficult due to lower Internet penetration rates, lack of readiness of companies to innovations in technical terms and incompetence of employees in the field of new technologies [3].

Success in the implementation of the marketing strategy on the Internet can be achieved only by using the most correct combination of a full range of tools in this direction. As in any other type of activity, a key role in Internet marketing is played by a systematic approach to solving the problem, a clear goal setting and an

accurate understanding of the role of the selected tools in achieving the goals. Internet marketing in Russia is just beginning to gain momentum, which causes it to lag behind the West. To reduce the handicap in a few years it is necessary to recruit and master the tools of advertising and PR. This will determine the company's transition to new levels of efficiency.

Since the integration of cyber-physical systems today concerns a large number of industries, not only the modernized concepts of marketing, but also its relationship with logistics become relevant. Marketing as a management system affects the market as a whole, logistics focuses on product flows, creating a basis for increasing the material and information value of the goods for the consumer.

To date, supply requirements are becoming higher, companies must use all means to remain competitive and have a profit. Without the introduction of modern technologies, the process of increasing the efficiency of the enterprise will not be able to grow rapidly. To optimize this situation, companies are beginning to use the above-described innovative technologies "logistics 4.0".

First of all, RFID technology, consisting of two components: tags and a scanner that reads information from the barcode of the product, received wide publicity. Today, in the management of ports, steamship distribution centers, this technology is used to track stocks. In the railway industry, labels are installed on containers to identify the owner, indicate the place of transportation and the origin of the transported goods, which increases the transparency of the delivery process [4].

High impact on "logistics 4.0" has IoT, which has a close relationship with marketing. This technology has expanded the logistical possibilities of transparency, flexibility, efficiency, reduced costs and increased the speed of delivery. IoT involves equipping items with sensors that transmit read information through a network. Now, this technology is not widely used in the world, as its objects are limited in the number of users, but it has prospects for further development [5].

To determine the degree of penetration of the functionality of "logistics 4.0" together with Internet marketing, it is necessary to understand what benefits companies will receive from this synergy. The author highlights the following:

- ensuring instant smooth functioning of the mechanism of interaction between the marketing and logistics Department in the conditions of remoteness;
- creating conditions for the supply of products for new developments and technologies, within which the process of targeting new customers is possible;
- coordination of conditions of independent access by the logistics Department to constantly updated information about suppliers and products provided through the use of Internet marketing tools;
- experience of the logistics Department within the framework of Industry 4.0 Internet marketing for advertising campaigns;
- formation of forecasts to improve the efficiency of the organization due to the synergy of Internet marketing and "Logistics 4.0".

The use of diffusion of these areas of activity in the framework of improving the efficiency of the company has not been studied, but the prospects for the study of this approach exist. Substantiation of the success of the combination of Internet marketing and logistics in the Context of industry 4.0 is possible through the use of the advantages described in the work. This will lead the company to a new level of recognition among customers and the effectiveness of activities in the field of marketing and logistics, which will affect the most important economic indicators of the company, such as ROI and ROMI.

The introduction of the mechanism described in this paper will be a competitive advantage of the company interested in continuous improvement of the mechanism of functioning and ensuring the smooth operation of marketing and logistics departments in the conditions of remoteness. The creation of conditions for the supply of products for new developments and technologies, in which the process of targeting new customers will bring the company to a new level of profitability.

References

1. Анисимов А.Ю., Бойко И.А., Захаренко А.В. Маркетинговая логистика: современное состояние и перспективы развития // Вызовы времени и ведущие мировые научные центры: сборник статей Международной научно-практической конференции. 2018. С. 69-72.
2. Анисимов А.Ю. Интернет-маркетинг как элемент инфраструктуры современного бизнеса // Динамика взаимоотношений различных областей науки в современных условиях: сборник статей международной научно-практической конференции: в 3 частях. 2017. С. 35-38.
3. Бизнес реально или виртуально // Интернет-маркетинг и разнообразие методов рекламы в сети. 2016. URL: <http://www.kokh.ru/internet-marketing-i-raznoobrazie-metodov-reklamy-v-seti/> (дата обращения: 30.03.2017)
4. Хабрахабр // Взгляд изнутри: RFID и другие метки. 2012. URL: <https://habrahabr.ru/post/161401/> (дата обращения: 30.03.2017)
5. Козлова Н.А., Бойко И.А., Захаренко А.В. Страновые особенности внедрения технологического уклада Индустрия 4.0 в контексте трансформации общества // в сборнике: Неделя науки СПбПУ материалы научной конференции с международным участием. 2017. С. 312-315.