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MARKETING TECHNOLOGIES OF PROMOTING PRODUCTS ON THE INTERNET

Abstract

In the course of the present research the authors conducted a literary review of 16 scientific publications, including 2 textbooks, 2 monographs, 3 articles in international journals Scopus, 4 articles in journals recommended by CQASHE of MSHE of the RK, 5 articles in the database Google Scholar. As an analysis of the literature shows, the issues of tools and technologies for promotion in the Internet environment remain open and debatable. One of the most important digital solutions for product promotion are virtual exhibitions, which, however, have not been sufficiently studied and reflected in modern scientific literature on marketing. Therefore, virtual exhibitions are the subject of study in this paper. The purpose of the study is to develop practical recommendations for organizing and holding virtual exhibitions as an effective tool for the successful promotion of goods and services on the market. The main directions of the research are the study of world, Russian and domestic experience in carrying out online exhibition activities for its use in the activities of Kazakh enterprises. The idea of the study is to create a virtual platform in Kazakhstan to assist national firms in holding virtual exhibitions. The results of the study are that the authors have developed a model of marketing technologies for promoting products on the Internet, and offered practical recommendations for the creation and operation of a specialized exhibition company for organizing virtual exhibitions. Kazakh companies can use the authors' recommendations for holding virtual exhibitions to successfully promote their products. In addition, the results of the study will be used to teach courses in «Digital Marketing» and «Marketing Communications».

Key words: marketing technologies, promotion in the Internet, virtual exhibitions, communication tools, digital marketing, Internet advertising, exhibition companies.

Introduction

In modern realities, the Internet is a key information environment for business development and its marketing, for effective promotion of goods and services in the market.

It should be noted that recently the effectiveness and level of consumer confidence in traditional communication means and media, such as advertising in newspapers, radio, television, leaflets, etc., have noticeably decreased. This is due to the increasing importance of Internet communications due to the informatization and computerization of society, the increase in online audience, the desire for personalization of interaction. The psychology of consumer behavior has also changed, since in the accelerated pace of life, speed and ease of obtaining information are highly valued, and the transition of many business spheres to the online environment facilitates access to information and shopping.

Marketing promotion technologies, especially in the Internet environment, are constantly evolving, additional opportunities appear, new channels and new tools are used. Therefore, it is necessary to systematically study the theory and practice of marketing digital communications to improve the effectiveness of firms' activities in the context of intensifying competition.

At the present stage of the world economy development the role and importance of improving marketing technologies of product promotion in the Internet environment are increasing with special urgency, which causes close attention to the study of this problem by many foreign and domestic scientists, especially Russian. The analysis of their works shows that although they are actively engaged in this problem, it is not sufficiently developed in modern scientific literature and some issues remain outside the attention of researchers.

Thus, virtual exhibitions as a form of marketing communications are insufficiently studied in marketing theory, and their practical application leaves much to be desired. Therefore, the present study is devoted to the study of opportunities and advantages of virtual exhibitions, as well as their active application in the practice of marketing activities of exhibiting firms.

The object of the study is the exhibition activity of foreign and domestic companies, the subject of the study is a set of socio-economic relations in the process of implementation of virtual exhibitions.

The purpose of the study is to substantiate the use of virtual exhibitions as an efficient tool for effective promotion of goods and services, as well as to give recommendations on their organization and implementation.

Research Objectives:

◆ to review and provide a critical analysis of scientific publications on the issues of marketing technologies of product promotion on the Internet;

◆ to study the world, Russian and domestic experience of online exhibition activities;

◆ identify problems and shortcomings of Kazakhstani firms in conducting virtual exhibitions;

◆ to develop a model of marketing technologies of product promotion in the Internet;

◆ to develop recommendations on the creation of a virtual platform and its functioning, the use of digital technologies for the organization of online exhibitions.

In the course of writing the article general scientific methods, as well as a comprehensive and systematic approach to research were used.

The hypothesis of the study consists of the scientific assumption that the use of virtual exhibitions will help Kazakhstani firms-exhibitors, in particular, small and medium-sized businesses, in the effective promotion of their goods and services in the market through the use of innovative digital technologies and creative techniques and methods.

The practical significance of the research results lies in the fact that the recommendations of the authors can be applied in the practice of marketing activities of domestic firms and will contribute to attracting the attention of potential consumers to their products, stimulating its sales, encouraging visitors to the virtual exhibition to purchase exhibited goods and services.

Materials and methods

The work on the research began with a systematic literature review by studying scientific publications on the research topic in order to analyze them, evaluate them and identify the theoretical basis for defining the concept of virtual exhibition and its impact on product promotion.

This study is based on the analysis of secondary and primary information. Thus, to study the world, Russian and domestic experience of organizing and conducting virtual exhibitions, the secondary sources of information were practical material on exhibition activities of foreign and Kazakhstani museums, libraries, universities, large companies and small and medium-sized businesses; websites of exhibition companies. To collect primary information, an online survey of the staff of small and medium-sized business firms was used.

Also in the work on the article we used general scientific methods: induction and deduction, classification, systematization, typology, comparison, generalization.

Literature review

Kotler F. in the book «Marketing 5.0. Next Generation Technologies» offers know-how on the use of advanced marketing technologies: artificial intelligence, natural language processing (NLP), sensor technologies (image and facial recognition), robotics, MR mixed reality technologies (augmented and virtual reality), the «Internet of Things» and blockchain. In addition, he reviews new tactics for utilizing marketing technologies: data-driven marketing, predictive and contextual marketing, augmented reality, and Agile marketing [1]. However, specific tools for product promotion in the Internet environment are not reflected in his textbook.

M.K. Peter and M.D. Vecchia in their article «The Digital Marketing Toolkit: A Literature Review for the Identification of Digital Marketing Channels and Platforms» analyze the digital marketing tools, channels and platforms used in Swiss organizations: search engine marketing (SEM), E-mail marketing, social media marketing, content marketing, display advertising. Based on a review of scientific literature (140 publications), they identified 24 digital marketing tools mentioned in 19 articles and noted that such tools as catalogs and lists on specialized websites, e-commerce and online stores, promotions and electronic coupons (digital campaigns), new technologies (wearable devices, augmented and virtual reality), video marketing, etc. were not considered [2, p. 258].

M. Chajkovska, M. Järvis, Lee Tchon and others in the article «Digital-marketing as a Novel Tool for Goods and Services Promotion on Social Media: Contemporary Trends and Development Directions» highlighted social networking tools, Internet search optimization, personalized customer engagement, content creation in accordance with the preferences of the target audience, advertising aimed at the target audience in the appropriate communication channels and services as the most relevant tools for the effective implementation of marketing strategy in the digital space [3, p. 358].

Researchers examine in detail the toolkit of digital marketing: Internet search engine optimization and its audit, paid Internet search, sponsored posts in social networks, native advertising and E-mail marketing [3, p. 359]. According to the results of the study in the Adobe report, among the important marketing technologies respondents name: blockchain, voice interfaces, e-wallet, WhatsApp, virtual reality, Internet of Things, artificial intelligence technologies, quality customer experience, video tool..., real-time personalized customer experience [3, p. 360]. However, the authors only list, but do not reveal the essence of these latest technologies.

Evseitseva O., Liulchak Z., Semenda O. and others in the scientific publication «Digital-marketing as a Modern Tool for Promotion of Goods and Services in Social Networks» write that the tools of digital marketing are search engine optimization of the site, content marketing, SMM, pay-per-click advertising (PPC), Email marketing, contextual advertising, blogging, video marketing, event marketing, viral marketing, etc. [4, p. 365]. The authors pay special attention to advertising in social networks: videos (short promotional videos, «stories», live broadcasts and YouTube channels), native advertising, «smart advertising» (adaptation to potential customers) [4, p. 366]. But in our opinion, not all tools and channels of digital marketing and promotion on the Internet have been in the field of researchers' attention.

Noteworthy is the popular textbook by A.V. Gavrikov, V.V. Davydov and M.V. Fedorov «Digital Marketing. The main book of the Internet marketer», which describes in detail content marketing, marketing in social networks, video marketing, Email marketing, contextual advertising, search engine marketing, media advertising, aggregators of affiliate programs (CPA-networks), mobile marketing, affiliate marketing (co-marketing), online broadcasting, online seminars and webinars, website development, e-marketing analytics, digital sales, etc. [5]. However, the authors do not consider such

forms of digital marketing communications as guerrilla marketing, innovative advertising technologies and PR on the Internet, online exhibitions.

The monograph «Communication tools of marketing in the Internet space» by Y.A. Maltseva, I.V. Kotlyarevskaya, V.A. Baginskaya is also of interest. The authors reveal the essence, specifics, trends of marketing activities in the digital environment, as well as outlines the communication tools of the Internet environment: advertising, search engine optimization, content marketing, affiliate programs and Social media marketing [6]. However, their list is limited and does not cover all the tools and technologies of promotion in the Internet space.

Interesting is the position of Murashov A.K., who in his scientific work «Improvement of marketing technologies of product promotion in the Internet environment» believes that «the main toolkit of ... marketing strategy ... in the Internet environment are: search marketing; web analytics; direct marketing (... dialog, individual relations: letter, SMS, direct selling, call, personalized discount); advertising; social media marketing (SSM marketing); content marketing; usability (the ability of a product to be understood, explored, used and appealing to the user under given conditions)» [7, p. 17].

In the publication by Ponachugin A., Bityugova A., Druzhinina K. «Communication tools of the Internet environment as a modern means of business promotion» the main and most popular means and tools of Internet advertising are considered: contextual advertising (search advertising and advertising in networks), advertising website of the company, SEO-optimization, PR in the Internet environment, SMM, Social Media Optimization (SMO), direct marketing (Email newsletters, mailings in social networks and messengers, Push-notifications), sales promotion online (discount for reposting or a coupon for goods/services for a review on the site or any platform for feedback, holding online events, contests, distribution of prizes, etc.) [8].

However, like the previous author, the above list of marketing technologies in the Internet environment is far from complete and does not fully disclose all the possibilities of the Web for effective promotion of goods and services.

The article by V.G. Shadrin and O.N. Kotova «Transformation of Marketing Technologies in the Digital Environment» is mainly devoted to Marketing 4.0 marketing technology, which combines physical and virtual markets, online and offline marketing approaches; allows sellers and buyers to jointly create products that meet each other's needs, with social networks and the concept of communities [9].

In the article of Alexandrova A.A. «Improvement of marketing technologies of product promotion in the Internet environment» for improvement of marketing technologies of product promotion in the Internet environment such actions are offered as: placement of banner advertising; granting of discount to buyers at registration; carrying out of marketing researches, marketing questionnaires, surveys, tests; search with the help of a site of new clients and partners. [10, p. 7].

These publications do not absolutely reveal the essence and content of marketing technologies of product promotion in the Internet and do not even list all their types.

Among Kazakhstani scientists we can name the scientific works of the following authors devoted to the study of the researched problem.

For example, in the scientific monograph «Digital Technologies and Innovative Methods in Marketing» by M.T. Davletova, D.I. Razakova and other authors digital marketing channels and tools, types of Internet marketing, SMM, mobile marketing and E-commerce are elaborated. The authors even reviewed innovative digital technologies and products such as Metaview and NF tokens [11]. However, virtual exhibitions, artificial intelligence technologies did not get into their field of vision.

Nevertheless, we share the point of view of the mentioned authors who believe that «one should ... distinguish between the concepts of «digital marketing» and «Internet marketing» ... For example, ... sending SMS messages or advertising in mobile applications belong to digital marketing, but not to Internet marketing» [11, p. 286].

Evseitseva O., Liulczak Z., Semenda O. and others also emphasize the difference between digital marketing and Internet marketing: «… digital marketing is a broader concept than Internet marketing and includes in addition to Internet marketing (SEO promotion of the site, context, webinars, etc., that is, all the channels that are available to the user only on the Internet) advertising and promotion through digital technologies» [4, p. 364].

Maldynova A.V. in her article «Internet Marketing in the Industrial Enterprise» notes that « news sites, professional forums and social networks should be included in the communications channels of the industrial company» [12, p. 75]. In addition, «the presence of a corporate Internet site today is an indispensable condition for the successful development of business... To promote … Internet sites, such methods of Internet marketing as E-mail marketing, contextual advertising, remarketing, SMM and others are used» [12, p. 75–76].

In our opinion, the author does not sufficiently disclose the promotion technologies in Internet marketing.

Abdunurova A.A. within the framework of her publication «Digital consumer behavior in Kazakhstan: approaches to online shopping and attitude to advertising in social networks» conducted an online survey among Internet users. Almost half of the respondents answered that they very often use Internet resources: chat, E-mail, social networks [13, p. 59]. «To the question: «How do you feel about Internet advertising in social networks?», the following answers were received: 87% of respondents are annoyed by advertising about games, 65% of respondents are generally annoyed by advertising, 46% of respondents are not interested in advertising, 36% of respondents agree that after viewing advertising they sometimes make a purchase in regular stores, ... 30% of respondents agree that after viewing advertising they sometimes make an online purchase...» [13, p. 60]. In general, however, the study focuses on digital consumer behavior and online shopping, but does not consider marketing technologies for promoting goods and services on the Web.

Bekmurzaev B.B. and Spanov M.U. in their scientific work «Analysis of the most effective formats for the project in Internet marketing in Kazakhstan» analyze the effectiveness of advertising on the Internet, namely advertising displays (advertising banners, targeted advertising in various popular social networks, online video), search advertising and advertisements. Considerable attention is also paid to the analysis of mobile and contextual advertising [14]. However, the technologies of product promotion in the Internet space are not exhausted only by these considered types, but include a wide list of actively used methods, channels and tools. Unfortunately, they are not reflected in this article.

Bekkulieva B.M., Razakova D.I. in the report «Improvement of online promotion in the Internet» at the international scientific-practical conference in the USA «Challenges in Science of Nowadays» write about the improvement of the company's website, mentions of the company in social networks, forums and other Internet sites, specialized conferences and forums on Internet marketing [15], but do not disclose them in full. Communication technologies and tools of digital marketing are not considered at all.

The article by Hegay E.L., Esimzhanova S.R. «Study of the effectiveness of launching functionality in mobile applications based on Big Data» is devoted to a very narrow, specific topic – the results of implementing new functionality in mobile applications [16] and does not consider any digital marketing communications.

Thus, the review of scientific literature on the problem under study has revealed that scientists consider the most popular, frequently and actively used marketing technologies of product promotion in the Internet environment, but do not give specific proposals and practical recommendations for their further improvement. In addition, none of the mentioned scientific publications considers virtual exhibitions, and artificial intelligence technologies have not received a sufficiently complete coverage. Meanwhile, they require more in-depth study.

Main provisions

In order to improve the concept of Digital marketing we propose a model of marketing technologies for product promotion on the Internet, which is presented in figure 1 (p. 59).

Since the scope of the article is very limited, the authors focused their attention only on the study of virtual exhibitions as an actual and progressive form of digital marketing communications. Therefore, this article considers virtual exhibitions and provides practical recommendations for their organization and implementation.

A virtual exhibition is an online platform that allows you to view an exhibition from anywhere in the world without leaving home. This is especially convenient for those who are unable to visit the exhibition in person, but still want to gain access to the exhibits and give their assessment of the works, read the comments of curators and other users.

Internet marketing	Social media marketing SMM	Mobile advertising	Internet PR	Guerrilla marketing on the Internet
Banners E-mail distribution Contextual advertising Targeted advertising Teaser advertising Affiliate Network Remarketing Landing Page Video advertising "Programmatic" RTB advertising Multiscreen Native advertising Advertising on watches Virtual exhibitions	Content and community management Collaboration with bloggers Advertising in thematic groups or pages Games and contests in social networks Widgets on websites Optimization of site snippet Joint cross-promotion Live broadcasts	Mailing SMS-, MMS-messages and in messengers Advertising on WAP-sites and mobile versions of sites Video advertising Banner advertising Native advertising Advertising in mobile application Advertising in mobile games Apps with geotargeting Online exhibitions	Corporate blog Content projects Web conferences and webinars Online roundtables, seminars, presentations Podcasting Technology cases Communities User Group PR-actions in social networks Online press releases, articles	Blog, diary, column, posts Contests, promotions, Instagram stories Viral content Hidden marketing Using trends and news Photos, videos Message boards Topic forums Influencers YouTube

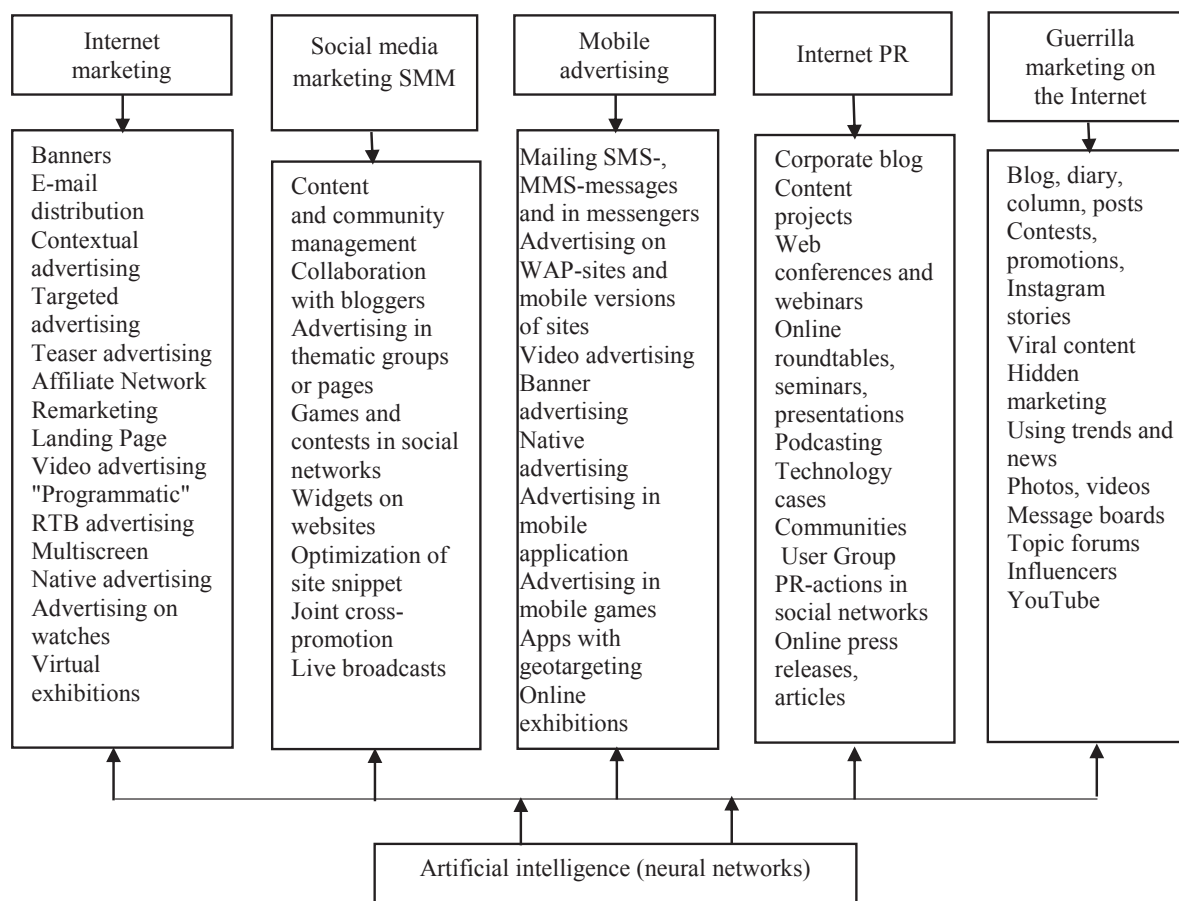Artificial intelligence (neural networks)

Figure 1 – Marketing technologies for product promotion on the Internet

Note: Compiled by the authors on the basis of the source [11].

A virtual exhibition can be created both for extended familiarization with the materials of a physical exhibition and for an independent online exhibition. On such a platform you can see not only images of works, but also interactive content, description of exhibits, comments of authors and experts.

A virtual exhibition can also be useful for promo-campaigns, product branding, in which online exhibitions are created to demonstrate various products. The platform can also be used in training and scientific activities, such as online conferences or projects using virtual reality.

Due to virtual exhibition, you can significantly expand the number of people who learn about a company or exhibition. It is also easier to obtain data on visitors to an online exhibition than at a physical exhibition, as it is possible to track user interaction with each exhibit.

A virtual exhibition may also include the ability to communicate with exhibit authors and other event participants, for example, through chat. A virtual exhibition can also be held in a conference format, where participants can communicate in real time.

A virtual exhibition is a unique event format that has several advantages over conventional exhibitions (table 1, p. 60).

Thus, compared to a conventional traditional exhibition, a virtual exhibition allows visitors to view the exposition from any device with an Internet connection, at any time, without having to take time off from work or study. Visitors do not need to spend extra time and money traveling and living in another city or even country to see the exhibits they are interested in. In addition, a virtual exhibit may contain additional materials such as photos and videos that may not be available at a regular exhibit.

Table 1 – Advantages of a virtual exhibition

№	Advantages of virtual exhibition for companies		Benefits of virtual exhibition for visitors	
1	Cost	A virtual exhibition is much cheaper than organizing a traditional exhibition. The exhibiting company does not have to pay for renting space, decorating stands and transporting equipment.	Convenience	The virtual exhibition is held online, which saves time, money and effort. Visitors do not need to leave home, book hotels and spend huge sums of money for it.
2	Wide audience	A virtual exhibition can attract a large audience from different parts of the world. The firm does not need to spend time traveling and trips, communication with clients takes place remotely.	Wide selection	Visitors can familiarize themselves with the products and services of the many companies participating in the event. This saves time for visitors as they can visit several stands in a short period of time.
3	Contact information	The company gets valuable information about potential customers who have registered for the event. The exhibitor can contact them after the exhibition and improve the relationship.	Use of digital technologies	Bright, colourful, using modern computer technologies or mobile applications, switching visitors' attention from animated screensavers to a static page or 3D panorama – all this makes the virtual exhibition lively and dynamic.
4	Possibility of interactivity	The Company is provided with the ability to conduct online presentations, online demonstrations, polls and surveys.	Opportunity to participate in webinars and online conferences	Visitors are given the opportunity to ask questions, communicate with experts and get more detailed information about products and services.
5	Economy of space	Electronic exhibitions save space. There is no need to work with real shelving, physical stands, exhibition cabinets that take up a lot of space.	Possibility to obtain contact information	Guests can leave their personal data to contact the companies, allowing for more information in the future.
Note: Compiled by the authors on the basis of the source [17].				

It should be noted that not all exhibitions have virtual exhibits. But nowadays, more and more exhibition organizers are starting to create virtual versions of their events, especially in light of the events during the pandemic period related to the quarantine regime and restrictions on travel and mass events.

Results and discussion

Virtual exhibitions are gaining popularity in the modern world.

The virtual exhibition has been adopted by all famous museums, as it gives the opportunity to see unique expositions all over the world: from paintings by Raphael, Rembrandt and Claude Monet in the National British Gallery to the iconic outfits of the founder of the fashion house Valentino, displayed in a luxurious virtual palace.

The virtual exposition of the Tretyakov Gallery presents more than 150 exhibits, including famous paintings by V. Surikov, A. Ivanov, V. Serov, I. Shishkin, I. Repin and V. Vasnetsov.

Taking a virtual tour through the halls of the National British Gallery, you can enjoy masterpieces of the Renaissance, including works by Titian, Veronese, Holbein, Raphael, Leonardo da Vinci and Rembrandt. You can «walk» through the halls on your computer screen, smartphone or even with the help of a virtual reality headset.

In the Louvre Museum in Paris, virtual tours can be used to get acquainted with works of art from the Ancient Egyptian era, as well as to see incredible works in the Galerie d'Apollon.

The virtual space of the American Metropolitan Museum of Art (New York) presents about 400,000 exhibits, a huge number of videos about the work of artists, lectures and master classes. Thanks to the Met 360° interactive project, you can walk through the virtual expositions.

In the legendary Vatican Museum complex, you can navigate virtual halls in any direction and admire the world's masterpieces. The official website of the museum complex offers seven online tours of the Sistine Chapel, the Pio-Clementino Museum, the Chiaramonti Museum, the Braccio Nuovo Gallery, Raphael's Stanzas, the Niccolina Chapel and the Chiaroscuri Hall.

On the website of the Digital Museum project you can visit online the most interesting museums in Russia, Ukraine, Belarus, Armenia, Azerbaijan and Latvia. One of the most curious virtual tours on the site is the Zhetysu360 Project, which is a 3D tour of the truly extraordinary places of «Semirechye» – «Zhetysu» of Kazakhstan [18].

In Russia, online exhibitions are held by the State Hermitage Museum, Tretyakov Gallery, Pushkin State Museum of Fine Arts, Russian National Museum of Music, Peterhof Museum-Reserve, Ostankino Estate Museum, Tsaritsyno Museum-Reserve, Sakhalin Virtual Museum, Borodino Palace Museum, and others. Museum visitors participate in online excursions with the best guides, learn new things at virtual lectures, take independent virtual walks through their favourite halls of the permanent exposition or visit virtual exhibitions.

In addition to virtual expositions in modern museums, the project of the Ministry of Culture of the Russian Federation multimedia platform Artefact helps museums to create modern content. Not only the largest domestic museums, but also small institutions – from Kaliningrad to Salekhard – are joining the project of mobile guides. Using a smartphone camera, the Artefact application is able to recognize an exhibit, show its image before restoration or in X-rays, and launch an audio guide. Today, the multimedia guide with augmented reality can be used in various museums and libraries across the country: the Russian Museum, the State Historical Museum, the Russian State Library, the Tver Regional Art Gallery, the Vladimir-Suzdal Museum Reserve, the Yaroslavl Art Museum, the Kizhi Museum Reserve, and the State Art Museum of Khanty-Mansiysk [19].

The use of multimedia technologies makes it possible to introduce innovations into the traditional activity of the library – exhibition.

The virtual project «Russian Autographs» of the Russian National Library is a collection of capitals, calligraphy textbooks, autographs of emperors, artists and generals, works of scribes of the XV–XVII centuries. Many Russian libraries actively organize and hold online book exhibitions.

The International Public Association «Union of Designers» opened on its website a virtual exhibition hall for online visitors, where designers and artists from different countries present their works.

The Internet resource Virtual Exhibitions of the Russian Chamber of Commerce and Industry hosts Specialized Exhibitions across the country.

In April 2020, the Moscow Chamber of Commerce and Industry (MCCI) organized the first 100% virtual business exhibition – Franchise Festival 2020. By navigating to the 3D exhibition page from the website or mobile app, a participant was taken to a virtual exhibition hall. By rotating the cell phone, it was possible to examine the exposition.

At the Franchise Festival, stands of various franchisor companies were presented – from children's clothing stores and restaurants to beauty salons and children's development centers. By clicking on the information icon on the stand, the participant went to a section of the catalog with a description of the company, franchise terms and conditions, photo and video materials. Here it was also possible to chat with the company representatives and leave an application for franchise purchase.

The business program was implemented on the Event.Rocks platform from Eventisches. The mobile application had a schedule, access to the broadcast, exhibitor catalog [20].

The organizers of virtual exhibitions in Russia are such exhibition companies as SDEXPO International Online Exhibition Center, Online Expo, ExpoTrade, Expomap, RussDom LLC, Ascom_2 and others [21].

In the Republic of Kazakhstan virtual exhibitions are mainly conducted by libraries and museums, information on which is presented in table 2 (p. 62).

Table 2 – Virtual exhibitions of libraries and museums in Kazakhstan

№	Libraries	Museums
1	East Kazakhstan Regional Library named after A.S. Pushkin	Central State Museum of Kazakhstan
2	Sabit Mukanov North-Kazakhstan Regional Universal Scientific Library	National Museum of the Republic of Kazakhstan
3	Centralized Library System of Ekibastuz City, Pavlodar region	Abylkhan Kasteev Museum of Art of the Republic of Kazakhstan
4	Osakarovsky centralized library system	Aktobe Regional History and Local Lore Museum
5	Baubek Bulkyshev Centralized Library System of Satpayev city	Atyrau Regional History and Local Lore Museum
6	Communal State Institution «Centralized Library System of Balkhash City»	Zhambyl Regional History and Local Lore Museum
7		Kostanay Regional History and Local Lore Museum
8		Pavlodar Regional Historical and Local Lore Museum named after G.N. Potanin.
9		West Kazakhstan Regional History and Local Lore Museum
10		Temirtau City Museum of History and Regional Studies
Note: Compiled by the authors on the basis of the source [22].		

Educational online exhibitions and museum were organized in 3 universities of Kazakhstan: Kazakh Academy of Sports and Tourism, East-Kazakhstan Technical University (virtual book exhibitions), Scientific and Educational Center of Altaic Studies and Turkology (virtual museum).

In the field of culture and art we can name an exhibition of works by artist Banksy in Limuere Hall in Almaty in the form of a multimedia show with immersive immersion.

As for the business sphere, Kazakhstani companies and firms do not pay enough attention to virtual exhibitions and do not use them fully as an effective form of marketing communications.

Among the few examples we can cite only virtual exhibitions KazAgro / KazFarm digital preview (agriculture and food industry in Kazakhstan), exhibition and online conference VOGEC (in the sphere of «Oil and Gas»), virtual exhibition stand of the National Academy of Mining Sciences. Small and medium-sized businesses are mainly represented on the Bizorg site of goods and services, where real prices, photos and product reviews in the catalog are exhibited.

Unfortunately, Kazakhstan does not keep statistics on exhibitions, especially virtual exhibitions. Therefore, there is no possibility to assess how actively companies use this communication tool in their marketing activities.

We conducted an online survey of marketers of Kazakhstani firms using Google Forms service on the subject of participation in virtual exhibitions, on the problems in the organization of online exhibitions and the reasons for not using this communication tool. The results of the survey indicate that domestic enterprises-manufacturers and organizations underestimate the role of virtual exhibitions as an effective tool to promote goods and services in the market. It is true that some companies exhibit photos of their products on the site and use 3D models for volumetric viewing from all sides. But this cannot be called a full-fledged virtual exhibition, as there are no virtual conference rooms and meeting rooms with company representatives, no interactive communication between organizers and online visitors, no mobile versions of virtual expositions and other features of an online exhibition.

This is due to the fact that organizing and conducting virtual exhibitions requires special software that allows to assemble exhibits in a virtual space, as well as to implement control of cameras, sound and other necessary functions. Developers create an exact copy of real expositions that can be viewed using partially or fully interactive systems. Various technologies can be used to create a virtual exhibit, including virtual reality, 3D modeling, 360-degree photos and more. In addition, not every company can create a mobile version of an online exhibition, as this requires the development of a special mobile application.

Another constraining factor is that there are 30 exhibition organizations in Kazakhstan, including such well-known companies as Iteca – a leading organizer of exhibitions and conferences (Almaty, Astana, Atyrau), Atakent-Expo (Almaty and Astana), Korme-Expo exhibition center (Astana), Central

Asia Trade Exhibitions LLP, Kazexposervice LLP, Expogroup LLP and others [23]. But none of them provides services for organizing and conducting virtual exhibitions for exhibiting firms.

For example, Iteca holds online conferences, webinars, master classes, seminars, online coffee breaks, forums, workshops, round tables, training, showcase presentations, expert sessions and other online events, but does not organize online exhibitions. Exhibition events take place only in offline format [24].

Thus, because of the lack of specialized knowledge, skills, experience, material and technical capabilities, domestic firms do not use virtual exhibitions as an effective means to effectively promote their products on the Internet.

In our opinion, this problem can be solved by creating a virtual platform for online exhibition events following the example of the Russian studio for creating virtual spaces Exhibility [25]. Online exhibition space is a set of digital technologies, engineering, technical, navigation, functional, information and design solutions that create a unique image of the exhibition. The virtual platform allows to supplement the real exhibition with an online format for those who cannot attend the event in person. Thanks to its extensive functionality, it is possible to communicate with exhibitors and other guests, get acquainted with company products from different angles, plan event attendance, track audience engagement and hold various performances (conferences, webinars and master classes) [25].

Due to high 3D detailing a person will be able to immerse into the world of the exhibition, and the virtual space will convey the atmosphere very realistically and as close as possible to the offline format.

It seems reasonable to create a similar company in Kazakhstan, which would facilitate the organization and promotion of virtual exhibitions for Kazakhstani exhibitors. This is especially valuable and useful for small and medium-sized businesses that are unable to organize online exhibitions on their own.

Conclusion

Virtual exhibitions occupy an important place in the model of marketing technologies of product promotion in the Internet environment developed by us.

The following recommendations are offered for effective organization of virtual exhibitions in Kazakhstan.

1. The recommended company for creating online exhibition spaces should offer its clients the following services: virtual exhibitions with the development of virtual stands and exhibits, virtual museums, virtual showrooms, virtual galleries, virtual front office and other products. At the same time, for the convenience of online visitors, it is necessary to provide them with access to the developed digital products on any devices: from a personal computer, from a phone browser, using a mobile application.

2. Designers, developers and 3D modelers should develop an individual design of the virtual exhibition area, individual design of each virtual stand, where logos, dynamic 3D models of products, video and photo content, documents, price lists and contact information can be placed.

3. On the virtual exhibition itself can be held online events: networking, face-to-face meetings, master classes, webinars, seminars, conferences.

Special emphasis should be placed on the multimedia and interactive components of the exhibition. A wide range of interactions should be built with any product: A 3D model can be viewed from different angles, and with the help of the scanning function it will be possible to study it even from the inside.

4. The company can also offer virtual gamification functions and organize: quests, quizzes, games; contests and raffles; polls and voting. This will increase audience engagement.

5. It is necessary to form a personal account – a personal page in the online space of each guest with his photo, description and contact information. This will allow guests to communicate with each other, build new business relationships, leave contacts and personal information, save and download documents. Each profile should have a calendar where the schedule of business program and events will be stored. With the help of the messenger, visitors will be able to communicate in personal dialogs, create group chats right in the virtual space, view personal profiles of other guests and learn their contact information.

6.   The company should provide for an analytics function. The platform should collect statistics on the attendance of all zones of the exhibition. Organizers and exhibitors will receive quantitative data by location. Benefit for the exhibitor: with the help of analytics, exhibitors will be able to see statistics on booth attendance, engagement and make a portrait of the target audience to assess the effectiveness of participation in the exhibition. Benefit for organizers: the tool allows to know the exhibition coverage, involvement of participants and visitors, conversion rate of stands and exhibitors.

7.   Ready-made digital solutions should be actively used in the exhibition industry, for example: various online tools in social networks to increase interest in the company's brand and product; augmented and virtual reality technologies to create interactive stands and demonstrations to attract visitors' attention. Another option is artificial intelligence technologies (AIT), which allow to monitor the effectiveness of media content in real time and adjust it to the needs of audiences of different categories. For example, AIT can be used to recognize a person's mood by facial expression and even determine their demographics. This helps personalize the advertising campaign and increases brand loyalty [26]. Many exhibiting companies also use chatbots to answer customer questions.

8.   The Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan is recommended to include in statistical reporting information about offline and online exhibitions held during the year, in order to be able to monitor the marketing activity of domestic firms-exhibitors in promoting their products through virtual and conventional exhibitions. Statistical data will allow making optimal marketing decisions on the use of virtual exhibitions for effective presentation of goods and services in the market.

Thus, the advantages of a virtual exhibition are as follows:

⬧ virtual platform will enhance the exhibiting firm's offline event with online tools for visitors from anywhere in the world;

⬧ attracts new audiences from different countries and cities, in different time zones through new opportunities to interact with the firm's product;

⬧ attracts media attention and increases audience loyalty with the help of new technologies and WOW-effect;

⬧ specialists will create any size, shape and design for online exhibitions, stands, conference rooms and meeting rooms;

⬧ increases visitors' interest by introducing interactive and game mechanics.

In general, virtual exhibition is a modern and effective tool in the field of business, culture, education, marketing, scientific activity, which opens new opportunities for organizers and visitors in the effective presentation and promotion of goods and services.

Summarizing the above, we conclude that the hypothesis of the scientific research is proved.

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ИНТЕРНЕТТЕ ӨНІМДІ ЖЫЛЖЫТУДЫҢ МАРКЕТИНГТІК ТЕХНОЛОГИЯЛАРЫ

Аңдатпа

Интернет-кеңістікте өнімді жылжытудың маркетингтік технологияларын зерттеу барысында авторлар 16 ғылыми жарияланымға әдеби шолу жүргізді, оның ішінде 2 оқулық, 2 монография, Scopus халықаралық журналдарындағы 3 мақала, Қазақстан Республикасы Ғылым және жоғары білім министрлігінің Ғылым және жоғары білім саласындағы сапаны қамтамасыз ету комитеті ұсынған журналдардағы 4 мақала, Scholar Google дереккорындағы 5 мақала. Интернет-кеңістіктегі коммуникациялық қызмет маркетингтік белсенділіктің перспективалы және тез дамып келе жатқан бағыты. Алайда әдебиеттерді талдау көрсеткендей, интернет-ортада жылжыту құралдары мен технологиялары мәселелері ашық және пікірлер қарсы келетін орта болып қала береді. Өнімді жылжытудың маңызды цифрлық шешімдерінің бірі – виртуалды көрмелер, бірақ олар аз зерттелген және қазіргі маркетингтік ғылыми әдебиеттерде көп емес. Сондықтан виртуалды көрмелер осы мақаланың басты тақырыбына айналды. Зерттеудің мақсаты – нарықта тауарлар мен қызметтерді табысты жылжытудың тиімді құралы ретінде виртуалды көрмелерді ұйымдастыру және өткізу бойынша практикалық ұсыныстарды әзірлеу. Зерттеудің негізгі бағыттары – қазақстандық кәсіпорындардың қызметінде пайдалану үшін онлайн көрме қызметін жүзеге асырудың әлемдік, ресейлік және отандық тәжірибесін зерделеу. Зерттеу идеясы – Қазақстанда Ұлттық фирмаларға виртуалды көрмелер өткізуге жәрдемдесу үшін виртуалды платформа құру. Зерттеу нәтижелері төмендегідей: авторлар интернетте өнімді жылжытудың маркетингтік технологияларының моделін әзірледі, көрмеге қатысушы фирмаларға виртуалды көрмелерді ұйымдастыру қызметтерін ұсынатын мамандандырылған көрме компаниясын құру және жұмыс істеу бойынша практикалық ұсыныстар берді. Қазақстандық фирмалар өз өнімдерін табысты жылжыту үшін виртуалды көрмелер өткізу бойынша авторлардың ұсыныстарын пайдалана алады. Бұдан басқа, зерттеу нәтижелері «Digital маркетинг» және «Маркетингтік коммуникациялар» курстары бойынша сабақтар жүргізу үшін пайдаланылатын болады.

Тірек сөздер: маркетингтік технологиялар, интернетте жылжыту, виртуалды көрмелер, байланыс құралдары, цифрлық маркетинг, интернет-жарнама, көрме компаниялары.

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МАРКЕТИНГОВЫЕ ТЕХНОЛОГИИ ПРОДВИЖЕНИЯ ПРОДУКЦИИ В ИНТЕРНЕТЕ

Аннотация

В процессе исследования маркетинговых технологий продвижения продукции в интернет-среде авторами был проведен литературный обзор 16 научных публикаций, в том числе двух учебников, двух монографий, трех статей в международных журналах Scopus, четыре статьи в журналах, рекомендуемых КОКСНВО МНВО РК, пять статей в базе данных Scholar Google. Как показывает анализ литературы, вопросы инструментария и технологий продвижения в Интернет-среде остаются открытыми и дискуссионными. Одним из важнейших цифровых решений продвижения продукции являются виртуальные выставки, которые, однако, недостаточно изучены и отражены в современной научной литературе по маркетингу. Поэтому виртуальные выставки являются предметом изучения в данной статье. Целью исследования является разработка практических рекомендаций по организации и проведению виртуальных выставок как эффективного инструмента для успешного продвижения товаров и услуг на рынке. Основные направления исследования – изучение мирового, российского и отечественного опыта осуществления онлайн выставочной деятельности для использования в деятельности казахстанских предприятий. Идея исследования – создать в Казахстане виртуальную платформу для содействия национальным фирмам в проведении виртуальных выставок. Результаты исследования заключаются в том, что авторами разработана модель маркетинговых технологий продвижения продукции в Интернете, предложены практические рекомендации по созданию и функционированию специализированной выставочной компании, предоставляющей фирмам-экспонентам услуги по организации виртуальных выставок. Казахстанские фирмы могут использовать рекомендации авторов по проведению виртуальных выставок для успешного продвижения их продуктов. Кроме того, результаты исследования будут использоваться для ведения занятий по курсам «Digital маркетинг» и «Маркетинговые коммуникации».

Ключевые слова: маркетинговые технологии, продвижение в Интернете, виртуальные выставки, коммуникационные инструменты, цифровой маркетинг, Интернет-реклама, выставочные компании.