

Internet Media as a tool for promotion and entering a new market

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Key words

Internet Media, marketing, business, promotion, e-commerce

Abstract

Nowadays the process of integration among the people, companies, and corporations has increased. Therefore entering a new market is not as difficult as it used to be several years ago. However, the globalization also brings strong competition which is not profitable for many companies, so lots of them use Internet Media for efficient productivity.

Today global market is full of different products and appearing of a new one is not surprising and consumers are not excited about this fact. However the practice shows that Internet Medias can significantly increase the demand for some products and services. And the main tool for that is using of social networks as Facebook, Twitter, LinkedIn and specific applications as Instagram. The goal of this paper is to show how the Internet impacts on promoting and selling the products in the new markets around the world.
