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INFORMATION WARS IN THE INTERNET MARKETING CONTEXT

Анотація. Статтю присвячено аналізу сучасних інструментів інформаційних війн в контексті Інтернет маркетингу. Систематизовано типи інформаційної зброї в мережі Інтернет. Визначено складові системи 4P, доведено роль соціальних мереж у стратегії ведення інформаційних війн.

Аннотация. Статья посвящена анализу современных инструментов информационных войн в контексте Интернет маркетинга. Систематизированы типы информационного оружия в сети Интернет. Определены составляющие системы 4P, доказана роль социальных сетей в стратегии ведения информационных войн.

Annotation. The article is devoted to the analysis of modern tools of information warfare in the context of Internet marketing. Types of information weapons on the Internet are systematized. The composition of 4Ps system are defined and the role of social networks in the strategy of information warfare is proved.

Key words: Internet Marketing, Information Warfare, Social Media Marketing, Marketing Communications.

Introduction. In today's world, which is characterized by a high rate of all processes, the most importance is the possession of information. The information in the first place is a commodity whose value increases depending on a number of criteria, including relevance and timeliness. Therefore, it is natural to our mind is that the information on the Internet is subject to the laws of internet marketing.

The application of the Internet in marketing activities investigated by many theorists and practitioners. Among them, V. Baikov, T. Danko, D. Eymor, J. Fenwick, R. Gavrish, B. Hallihan, S. Ilyashenko, S. Kadulin, V. Kholmogorova, O. Kitova, R. Kostyayev, M. Kotin, I. Litovchenko, O. Pankovetsky, O. Patrick, V. Pleskatch, Y. Popova, V. Pylypczuk, J. Shah, J. Shipulina, I. Uspenskiy, D. Varva, K. Vertaym, F. Virin, V. Vysotsky, L. Vunderman, A. Yurasov and others.

In the theoretical and practical developments were considered the essence of internet marketing, its main instruments, issues and trends in e-business application. In most cases, it is considered at the level of individual instruments, such as the promotion of ideas,

goods and services over the Internet, or as a medium to find information and selling their products and services. In addition, the rapid development of Internet technology, the emergence of new areas of e-business leads to new marketing tools on the Internet.

However, information warfare including the Internet, which in 2013-2014 faced society in Ukraine does not have a sufficient number of analytical studies, so it is necessary to systematize their instruments in the Internet marketing context.

Results. Information warfare - the use and management of information in order to obtain a competitive advantage over the enemy [1].

Information warfare may include:

- gathering tactical information
- security of their information resources
- spreading of propaganda or disinformation to demoralize the army and the public enemy
- undermining the quality of information and warning of enemy capabilities information gathering opponent.

The concept of "information warfare" necessarily includes the concept of "information weapons". Main types of it are demonstrate on the figure 1.

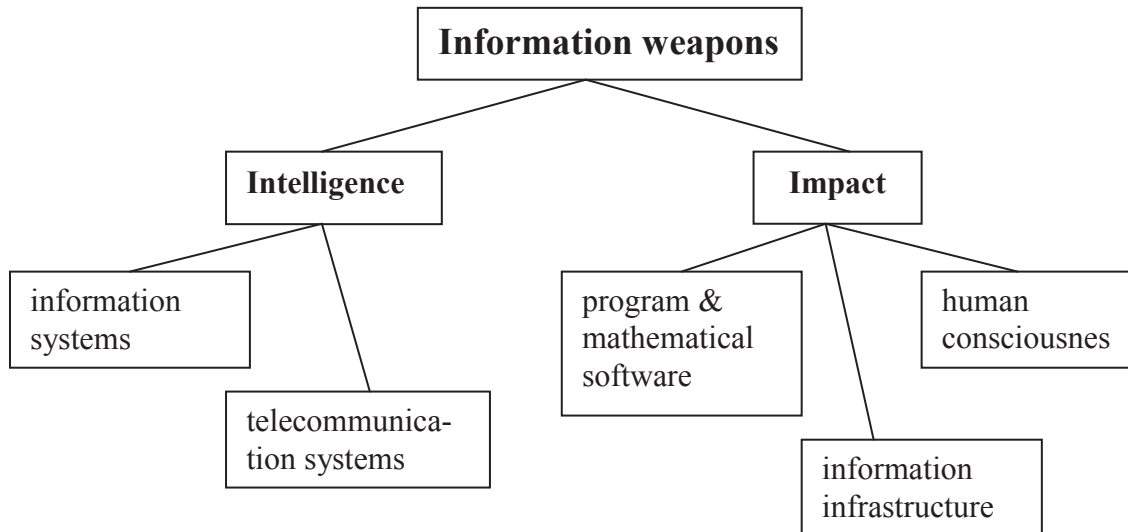


Fig. 1 Basic types of the Information Weapons

Our point is that in the internet marketing context, information weapons provides the impact on the human mind, the specific formation of public opinion and in many cases has signs of viral marketing.

Commonly 4R System (Product, Place, Price, Promotion) is not an exception in

Internet Marketing. It's a neat and memorable classification system of the various controllable elements of the marketing program portion of internet marketing. Let's try to adapted 4P system for our information weapon's analyze. Here they are, focused on a specific audience.

Table 1.

4Ps in Information War

Component	Theory	Practice
Product	Individual goods, product lines or services	1. News 2. Video/audio files 3. Pictures
Place (Distribution)	Getting the product to the customer.	1. News sites 2. Blogs 3. Social Networking Groups
Promotion	Communicating with the customer	1. Teaser Networks 2. Context advertising 3. Viral marketing principles 4. PR
Price	Setting a price that serves the customer well and maximizes profits to the company	Depends on the method of promotion

As indicated in Table 1, the main products in information war on the Internet is news, photos, and video/audio files. In most cases, these files are edited, assembled or fabricated. But form submission planned in such a way that the person wanted to share what he saw. Therein lies the basic principle of viral marketing -

encouraging a person to transfer a marketing message to others, and creating the potential for exponential growth impact of the message. Like viruses, these technologies use any favorable opportunity to increase the number of posts.

Progress of the above named files are basically using resources news, blogs and social networks.

based on research “InMind Factum Group Ukraine” for the Internet Association of Ukraine [2].

Figures 2 and 3 shows the top - 10 sites (domains) in Ukraine in January-May 2014,

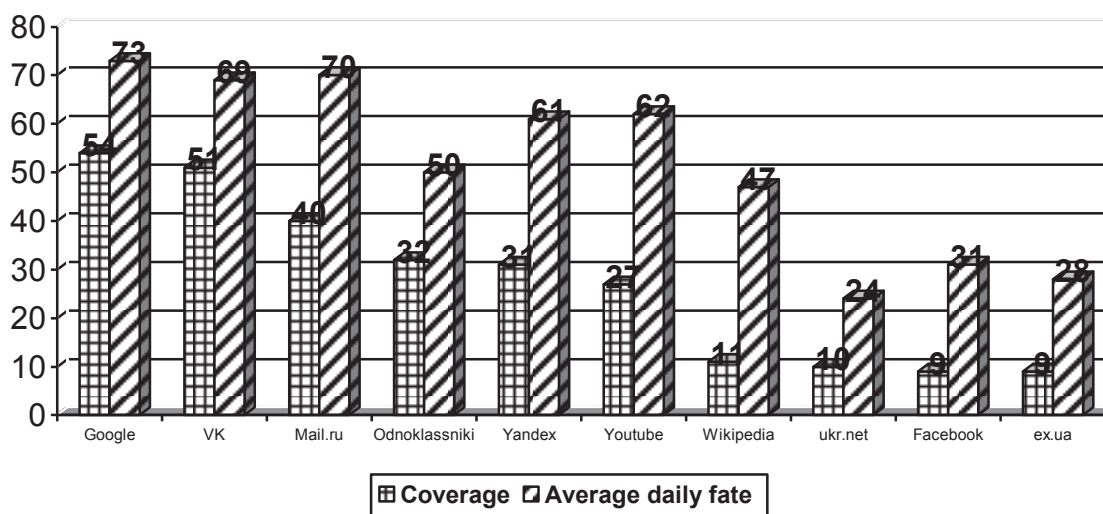


Fig. 2. Top - 10 sites (domains) in Ukraine in January 2014, %

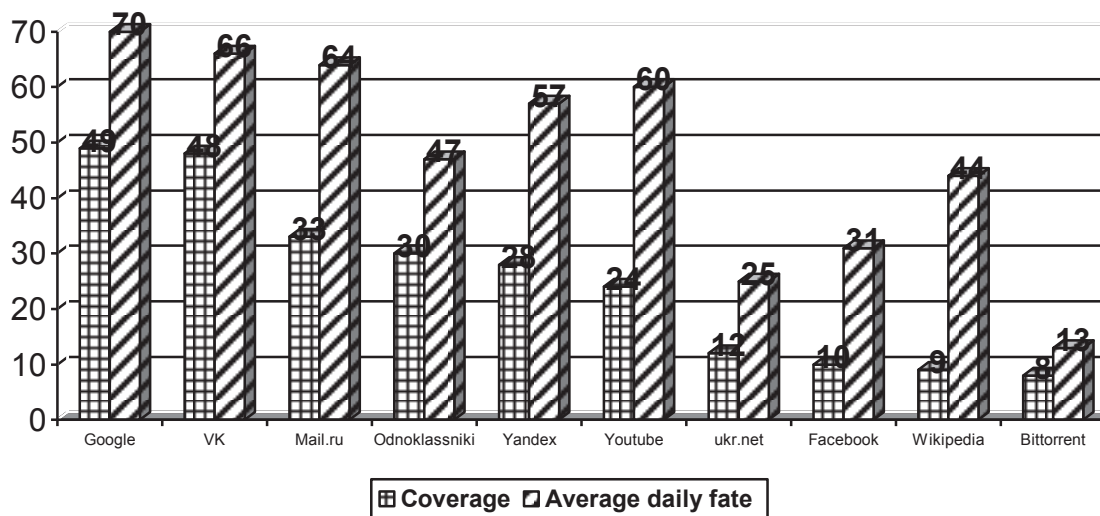


Fig. 3. Top - 10 sites (domains) in Ukraine in May 2014, %

Coverage means the proportion of visitors who visited the resource at least once per month, and average daily share reflects the average of the daily audience share for the month. As we can see from the pictures, ranking domain has changed somewhat over the past five months. Ukr.net news resource and social network "Facebook" have strengthened the position and overtaken "Wiki". A file sharing "Ex.ua" gave way to "Bittorrent".

During the analyzed period, absolute breakthrough made news resources "Ukrainian Truth" - 17th place in the Top-25, "Tsenzor.net" - 21 seats, "TSN" - 25th and social network «Lifejornal» - 19th place. In January the analysis of these resources did not appear. Thus, the above-mentioned resources are gradually building up momentum in a network and have the opportunity soon to shape public opinion more residents of Ukraine.

In the information warfare conditions, the public relations - is a systematic activities of the internet resource, which aims to change beliefs, attitudes, opinions and the behavior of different groups of people (target group) regarding it's ideas and actions. PR at the same time can be quite operational tool for communication strategy, implementing a long-term task of persuasion specific target groups.

Conclusion. Based on the above research, we may say that the role of news resources,

blogs and social networks is of exceptional importance in information wars in cyber space. Social network "Vkontakte" is the leading resource above named, "Odnoklassniki" are in second place. Immediately we note, that both networks are part of the Russian Internet Corporation "Mail.ru Group", as, actually, web email Mail.ru. This fact indicates that effective information warfare in cyber space Ukraine must create its own powerful information network.

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