

## STRATEGIC MANAGEMENT TOOLS FOR DEVELOPING INTERNET MARKETING IN COMMERCIAL BANK

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**Keywords:** internet marketing, internet strategy of commercial bank, marketing tools, commercial bank website, internet marketing strategic management, web-analyst system.

A tool complex for internet marketing strategic management was developed. The tool includes functional options for the analysis phase and identification of the objectives of internet strategy and the next phases of alternatives and choice formation, as well as short-time planning. The tool is to accumulate all information regarding the internet strategy and make all the conclusions, results and recommendations.

Considering the lack of integrated software product, which allows to implement all phases of internet marketing strategic management, it is essential to develop one's own tool, which will be able to cope with the problem.

It is obvious that the product which possesses unique functional capabilities for analysis and identification of objectives for internet strategy and for the following phases of forming the alternatives and choices and short-time planning, has to accumulate all information regarding internet strategy and form up all the conclusions, results and recommendations.

Within the framework of dissertation research the analysis and platform choice for forming up the software system for development and implementation of commercial bank's internet strategy was carried out. "1C Beatrix" platform was recognized as the optimal choice due to basic recording and analysis functions for internet statistics, integration with "1C-Enterprise 8.0" (that is the system of ERP class) and also due to open code and extended capabilities of API-programming within the platform framework.

Among the wide list of "1C Beatrix" products (for project implementation) "1C Beatrix: Corporative portal" was chosen. Corporative portal is a powerful complex of integrated means for forming the common information space - Intranet and Extranet. The company employees interact efficiently in this common space. Besides, they interact with partners and suppliers, quickly find the required documents and corporative information, manage business processes, and, as a result, increase the efficiency of business.

Corporative website is the central element of internet strategy, that is why it is reasonable to choose "1C Beatrix" for the platform of forming up the development and implementation of "1C Beatrix" internet strategy. The corporate portal naturally determines the choice of the website managing system "CMS "1C Beatrix"". Due to the developed tool system market researcher has the opportunity to carry out the analysis of advertising campaigns according to the following components:

- ◆ statistic data;
- ◆ attention to website contents;
- ◆ events and, finance indicators;
- ◆ the last factor is the most important one.

The statistical data include such data as the number of passages, the number of new visitors, the number of unique visitors, unique hosts, the number of pages which have been looked through, adding the website to the favorites group. Besides, there are recorded the returns of the visitors back to the website of the bank. In addition to this, the module gives the opportunity to calculate the analytical indexes: the number of visitors per day; activity level, attentiveness, the percentage of new visitors, the percentage of the visitors, who returned back to the website.

The knowledge database of the proposed software complex accumulates information on internet-marketing methods. The system is capable to offer methods, which lead to achieving the objectives of commercial bank internet strategy. For example, that could be arrangements regarding search advertising.

The system forms efficiency criteria regarding the arrangements for search advertising,

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which are ranged according to the impact extent on achievement of this or that objective of the commercial bank internet strategy. The conformity relation is calculated automatically while the expert fills in the range table. In the given case the expert introduced the logical error in the ranging of criteria, so software insistently displays the message about it straight in the center of the screen.

The values of criteria in the case under consideration are identified automatically in the online mode. By means of the hierarchy analysis method (which is viewed in detail in the dissertation work), software system calculates the priority indices and recommends the alternative vectors, which maximize the effect on commercial bank internet strategy. The practical result of the analysis (performed in the disserta-

tion work) on arrangements for search advertising is the proportional budget distribution in accordance with global priority indices concerning each of the arrangements.

The software system, which is analyzed by the author in the article, allows to implement the planning phase of internet strategy on the basis of PMI methodology (Project Management Institute).

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