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## DIGITAL MARKETING AS A MEANS OF PROMOTION IN THE SERVICE SECTOR

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Internet marketing is the practice of using all aspects of traditional online marketing, affecting the basic elements of the marketing mix: price, product, place of sale and promotion. The translation of traditional marketing methods into the digital field provides a more effective use of market strategies for market segmentation, targeting client groups, differentiation and positioning of goods and services. The Internet environment allows the creation of an interface for the exchange of ideas, goods and services that strengthens the company's competitive advantages, enhances its efficiency and at the same time ensures the maximum degree of customer satisfaction. Digital technologies of Internet marketing provide a significant increase in the effectiveness of the implementation of traditional marketing tools due to their adaptation to digital form.

In essence, digital marketing for services and tourism can be defined as the process of building, maintaining and developing relationships with consumers of tourism services through the creation and implementation of online activities and strategies aimed at meeting consumer needs.

Nowadays, the Internet has become an integral part of our life. But Internet technologies have changed not only the everyday life of society, but also called into question the existence of both large enterprises and small and medium-sized businesses. Internet technologies have become the very locomotive according to J. Schumpeter, or radical technological innovations, which fundamentally over the past 40 years. Currently, the Internet has become an integral part of our life. Changes in technology inevitably lead to institutional changes, to which Karl Marx drew attention. Practically in all branches of industry, services, education, there have been innovative shifts caused by these changes. The competition became tougher, and those companies that were able to adapt to the new conditions received new qualitative changes, and those that could not adapt suffered heavy losses.

Influence of internet marketing to service sector is very big. About it says statistical data of country. The number of Internet users in Kazakhstan has grown 114 times since 2000. This is evidenced by the data of the International Telecommunication Union (ITU), presented in the annual report on the development of information and communication technologies in the world. The document is called Facts and Figures 2019 Measuring Digital Development. According to ITU estimates, 81.3% of Kazakhstanis use the Internet.

ITU has been measuring Kazakhstan since 2000, when only 0.67% of the population used the Internet. Kazakhstan made a real breakthrough - from 4.02% to 11% per year in 2008 with the development of mobile access to the worldwide network. Doreen Bogdan-Martin, Director of the Telecommunication Development Bureau, said that in 2020 the ITU has changed its approach to annual statistics, and is now issuing a series of statistical and analytical publications “Measuring Digital Development”, which replace the annual report “Measuring the Information Society”. Users of internet are seen in picture 1.



Picture 1. Share of Internet users in the total population aged 6-74, disaggregated by sex

One of the most important components of e-business is electronic commerce (e-commerce). Commerce is trade and trade and intermediary activity, participation in the sale or promotion of the sale of goods and services. Electronic commerce means any form of transaction in which the interaction of the parties occurs not through physical contact or exchange, but electronically, and as a result of which ownership or use of a service or product is transferred from one person to another. E-commerce covers such e-business functions as marketing, sales, and purchasing products and services over the Internet.

When using e-commerce, all information is stored on the servers of the company providing the service. Access to this information is provided to clients upon request from browser programs. The use of e-commerce allows manufacturers of goods and services to interact directly with as many consumers as possible.

E-commerce is divided into 5 main categories:

1. Business-to-business (B2B) - This category includes various levels of interaction between two or more companies. This type of interaction often uses special standards and technologies for electronic data exchange.
2. Business-to-consumer (B2C) - the key element is retail e-commerce, the interaction of the company directly with consumers of services.
3. Business-to-administration (B2A) - this category includes the relationship between businesses and various government organizations and structures.

4. Consumer-to-administration (C2A) - at the moment it is the least developed direction, but nevertheless it takes place in the social and tax spheres, it represents the relationship between state organizations and the end consumer of the services.

5. Consumer-to-consumer (C2C) - the fifth category, which implies interaction between consumers for the exchange of any commercial information, for example, the exchange of experience of interaction with a company, reviews of services provided, goods purchased, etc.

Unlike traditional advertising in newspapers, television, radio, banners, billboards, posters, Internet marketing functions online.

It provides effective lead generation and communication tools to interact with audiences, measure engagement and brand loyalty. Popular online marketing channels include email marketing, PPC, SMM, instant messengers, chat bots, web push notifications, and search engine optimization.

Today, mastering the skills of working in Internet marketing is a must for every entrepreneur. The most important pluses of internet marketing to develop the business in service sector:

➤ Global coverage. According to Statista, 4.3 billion people use the Internet, which is 56% of the world's population. Internet marketing allows you to find your target audience through different channels in different countries and adjust advertising coverage in accordance with the tasks set. For example, you can target Google or Facebook ads based on users' location by choosing a country, city, or even a region.

➤ Accuracy. In addition to targeting by location, you can target campaigns based on gender, age, user habits and behavior. Powerful internet marketing technologies help you advertise products to the right people in the right place and when they are most likely to buy them.

➤ Profitability. Online marketing is significantly less expensive than traditional marketing because it does not require physical resources. Its high accuracy makes it cost effective because you pay to get the people interested. In the case of traditional advertising, one can only guess how many people will find it relevant. And guesswork and guesswork takes a lot of time and money.

➤ Positive user experience. Online marketing helps provide audiences with a personalized shopping experience. For example, you can send emails based on data that users share with you. Facebook ads, in turn, are based on user preferences and the groups and pages they like.

➤ Automation. Processes such as lead generation, lead nurturing and customer retention can be set up once and then they will work on their own. For example, automated email threads are a great way to offload the marketing department and support team. Automation allows you to send customers the information they need on time to help them navigate the buyer's journey

An obvious disadvantage of traditional marketing is the virtual absence of interactive interaction with a potential consumer of the service, while in the case of internet marketing, the consumer himself often initiates contact and analyzes the information posted on the company's website. Internet marketing promotes two-way communication, which, if properly organized, can not only help a tourism enterprise sell tourism services to a client, but also allows you to collect, accumulate and analyze all information about each specific client (for example, age, gender, income level, previous purchases, wishes for improving the services offered, etc.). This, in turn, can be used in building rhubarb management systems in tandem with internet marketing.

In the course of the work, it was proved that Internet marketing has a positive effect on the performance indicators of an enterprise, thereby increasing its competitiveness in the market.

As the level of Internet penetration increases, so does the level of online commerce, in order to increase the number of online sales, a modern enterprise needs to use Internet marketing tools.

Thus, it is important to note that Internet marketing has had a positive impact on the development of modern business, so it can be predicted that in the future the share of Internet services will continue to grow and improve.

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## **THE ROLE OF SERVICE STANDARTIZATION IN IMPROVING THE QUALITY OF HOTEL SERVICES**

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In the modern era of the rapid development of tourism, every traveling person considers not only a profitable purchase of a voucher, but at the same time pays attention to a comfortable stay in one or another place. A comfortable stay implies both the transfer and the hotel or location, which will also affect the overall experience of the trip. Today, even high-end hotels offer more budgetary options for check-in, that is, the price is lower than usual. For example, if the hotel is not fully occupied, the sales department exposes a standard room at a price lower than during the period of full occupancy of the hotel. After that, the tourist already pays attention to the service. The service will be the key to getting a positive experience from the trip. Even if the hotel is expensive and has a luxury class, but the service is at a low level, the staff is not qualified enough, then any tourist will be dissatisfied.

Thus, the hotel will receive more and more negative reviews, and the quality of service will not improve, since the hotel will lose potential customers. In this way all the hotels of the world started to use the programs, which are directed to improve the standards of quality, standards of service, in order to provide quality service to each guest, regardless of status and financial situation. It is believed that the standards of hotel chains (and especially international ones) are higher than those of independent hotels. However, in the second case, a lot will depend on the hotel itself. Typically (if an independent hotel seeks to emphasize its identity), these are completely different concepts. Whether a hotel is chain or independent, staff must always adhere to hotel-approved standards, including little things like bedding and bathroom accessories. The only exception to the rule can be the request of the guest to do something differently. Of course, all specialists must thoroughly know their area of work. In addition, additional requirements are imposed on employees who work directly with guests in terms of knowledge of service quality standards and rules for communicating with a client. Consider the currently popular «Marriott» hotel chain.

The Marriott International is the most popular hotel chain in the world. This company includes a lot of brands and the hotels in each country. The company represents both luxury and mid-range hotels. The hotels listed below are prominent representatives of this chain: The Ritz-Carlton, St. Regis, JW Marriott, W Hotels, Marriott Hotels, Sheraton, Delta Hotels and others [1]. Why is this hotel chain so famous? As per Kim Andereck (CEO of the franchisee of the Marriott Springhill Suites) most important thing is standards of Marriott system, that are on very high level in hotel industry [2]. And this is true, because the most important role in the functioning of such a global hotel chain and, in principle, any company will play the role of service standards. This company is fully standards-based. Starting from the standards of doing business, ending with the standards of gestures and expressions. If you take the fast food chain McDonald's as an example, you can see that the well-coordinated work of the staff and important standards lead to the perfection of service, the