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# POSSIBILITIES OF INCREASING THE EFFICIENCY OF MODERN ADVERTISING MEANS IN ELECTRONIC TRADE

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## ABSTRACT

The article discusses the possibilities of increasing the effectiveness of advertising means in modern electronic trade. The demand for modern advertising means has increased in Georgia, and the increase in the effectiveness of their use will help the development of electronic commerce in Georgia. The purpose of the study is to determine the prospects for the development of e-commerce in Georgia in the post-covid period, to study the possibilities of modern advertising means in this field, and to determine the ways of their implementation. Methods of collecting, grouping, and analyzing materials about electronic commerce were used in the development of the paper. The method of data collection is mainly used in the electronic trade system of Georgia, on the basis of which the possibilities of using modern advertising means in this field were identified and recommendations for their implementation were developed. In order to increase the competitiveness of the food and nutrition products produced in Georgia, it is necessary to improve the connections between the separate links of their production, to synchronize the production processes. In order to increase the level of food self-sufficiency of Georgia, it is necessary to protect the production of import-substituting, domestic, agrarian products with non-tariff barriers, and to properly manage their production and logistics. Significant and rapid changes in the global supply chain of food and nutrition products provoked by the Covid-19 pandemic have become an opportunity to increase the level of food self-sufficiency of Georgia, which needs to be properly used.

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## Introduction.

In the post-pandemic period, the issue of introducing e-commerce into business practice has been put on the agenda in a new way, in which the effective use of modern advertising means is of crucial importance. The introduction of e-commerce forms in Georgia is extremely important in the field of smooth supply of foreign goods and services and the key of Georgian products abroad. In such conditions, increasing the effectiveness of using modern advertising means in Georgia is relevant in the field of raising the awareness of Georgian products abroad and promoting export. In particular, in recent months, against the background of the development of hostilities between Russia and Ukraine, the interest in the electronic purchase of Georgian products and electronic shipments has increased. In such conditions, Georgia has a chance to establish key channels in the world commodity market. In order to transfer business to an electronic format, it is important that Georgian companies' use modern advertising means in a timely and adequate manner, electronicize their business strategy, solve

existing problems in this field through modern advertising means, find foreign customers and increase their loyalty.

The aim of the study is to find ways and opportunities to increase the effectiveness of using modern advertising means in electronic commerce. Statistical methods of material collection, grouping and analysis were used to achieve this goal.

The hypothesis of the paper is that if Georgian companies prefer to transfer their business activities to an electronic format, using modern advertising means, it will be easier for them to export and establish their products abroad.

The methodological basis of the work is the works developed by Georgian and foreign scientists in the field of electronic commerce, the methods of data collection and analysis of modern advertising means.

Many works on e-commerce have been developed by Georgian and foreign scientists, but their research is mainly focused on the possibilities of using e-commerce forms and methods. A flaw in their research is that they believe that the prospects for the development of e-commerce depend on the ability of companies to transfer their business to an electronic format. They claim that at the modern stage, only the business format of companies provides the possibility of transferring business to electronic commerce.

The potential usefulness of the proposed research lies in the fact that the possibility of transferring the business of Georgian companies to an electronic format is studied in the aspect of their utilization of the possibilities of using modern advertising means, from the point of view of increasing the effectiveness of these advertising means.

Consider the opinion of some scholars about the use of modern advertising means in electronic commerce. For example, Georgian scientist Nugzar Todua in his work: "Modern trends in the development of electronic business in the world", notes that "the electronic market reorganized the world economy, created new social, economic and political trends, brought world order, formed a modern society and civilization, which, In the end, the progress of mankind and the development of the countries of the world were determined." (Todua, 2017).

Economist Rati Abuladze in his work: "Electronic Business" notes that "internet advertising, unlike TV, radio or newspaper advertising, allows the dissemination of the advertising message to the target audience, the recording of user interaction at the decision-making stage, the statistical analysis of the purchase process and buying the ability to observe further behavior" (Abuladze, 2016).

Georgian researcher Irakli Abashidze in his work - "Peculiarities of the development of Internet advertising and its influence on user behavior" notes that "the scale of electronic commerce is continuously increasing. The relevance of Internet advertising is also increasing in direct proportion. Therefore, creating its theoretical base and mastering methods based on practical experience is necessary for both marketing theoreticians and practicing marketers" (Abashidze, 2022).

In his work "Information technologies of electronic commerce", Tsiuri Nozadze notes that "electronic commerce is a trading activity, the main goal of which is to make a profit and is based on the complex automation of the commercial cycle using computing techniques." (Nozadze, 2010).

The scientist-economist Ekaterine Turkia in her work: "Modeling and designing of electronic business and electronic commerce systems" characterized "modern information technologies for object-oriented and process-oriented modeling and designing of electronic business and electronic commerce systems, management information systems for business structures, organizations and corporations" Theoretical foundations of application processing methodology and tools and issues of practical implementation" (Turkia, 2008).

American economist Kirsten Aebersold, in her work: "6 Types of eCommerce Business Models", notes that "Five, ten, or even twenty years ago this probably seemed like an impossible number to reach. eCommerce has exploded over the last few years and even with the end of the COVID-19 pandemic in sight, it is not expected to slow down." (Aebersold, 2021).

Foreign researcher Joel Taylor in his work: "The 4 Main E-Commerce Business Models" notes that "Running your own online business can be highly profitable, but it is not as simple as building a store and hoping for the best. You still need to have a set of business goals that will make your e-commerce store successful. That's why, in this post, we are going to cover the four main types of e-business models, namely: 1. B2C; 2. B2B (and B2G); 3. C2B; 4. C2C" (Taylor, 2021).

As it can be seen from the analysis of the studies carried out so far by Georgian and foreign scientists on electronic trade, electronic trade has a great role in the development of both the individual country and the entire world economy. The current state of Georgia's e-commerce development and prospects for future development are reviewed in detail in the works of Georgian scientists. In their studies, the development potential of Georgia's e-commerce has been studied, the ways of its correct use have been outlined, so that the country can properly use the potential in e-commerce. In the works of Georgian scientists, the problems created in the field of electronic trade of Georgia are studied in detail, and the ways of solving them are outlined. While studying electronic commerce, Georgian scientists came to the conclusion that Georgia needs to introduce innovations in the electronic commerce system. Today, the requirements for Georgian companies trading electronically are becoming clear (Abuselidze *et al.*, 2019).

My vision in the paper, unlike other scholars, is that it discusses the role of modern advertising media in the development of e-commerce in post-Covid Georgia.

Part of the previously unsolved problem in the field of e-commerce formation in Georgia, to which the article is devoted, is the discovery of new opportunities in the e-commerce field through the increase in the effectiveness of the use of modern advertising means and their use in order to expand and establish Georgian products abroad, as well as to raise the level of meeting local needs with foreign products.

### **Methodology.**

The methodological basis of the work is the data collection and analysis methods used by Georgian and foreign scientists in the field of e-commerce research. The work is built on the relevant research base of theoretical concepts and ideas developed in the field of management of modern advertising media. The work is based on research-intellectual works prepared by Georgian and foreign researchers in the field of electronic commerce. The statistical (data collection, grouping and analysis) methods used in the research of the paper are consistent with the direction of e-commerce research.

### **Results.**

#### ***Challenges of using modern advertising means in e-commerce in Georgia.***

The increasing intensity of changes in the world market forces the companies operating in Georgia to adapt their marketing policy to new challenges as quickly as possible. Otherwise, their products will lose their place in the key market. It can be said without exaggeration that modern advertising means are one of the main components of these processes. By means of them, it is possible to effectively implement the electronic trade of Georgian companies: presenting a product or brand, persuasive advertising, raising brand awareness, conducting marketing research, implementing a large-scale advertising campaign, obtaining and processing accurate analytical data, etc. One of the most important advantages that modern advertising means provides is the ability to observe consumer behaviour and effectively influence it. Competition in the markets dictates the need for maximum personalization of advertising and the offered product or service. It is modern advertising means that enable the development of e-commerce in Georgia.

In addition, the quantitative growth of modern advertising means in modern everyday life often leads to a negative attitude of the consumer towards them. Hence the need to make advertising as permission-based as possible. Modern advertising tools provide a wide range of possibilities for the implementation of permission-based campaigns. Studying consumer behaviour using modern advertising tools is much easier in e-commerce. Those channels that were used in "traditional" advertising media, in the wake of technological development, are more and more closely integrated with modern advertising media, which makes it possible to use them in a marketing campaign conducted in the Internet space. On the other hand, modern advertising media also have the characteristics of "traditional" advertising media, with much better capabilities. For example, in a smart TV it is possible to watch TV programs (which is its primary function) as well as to navigate the Internet and search for a variety of information, such as news, video portals, social networks, personal communication, etc. A large number of consumers use not just one advertising medium, but several in the purchase cycle.

Therefore, modern advertising means provide an opportunity to communicate with the audience, practically, everywhere and at all times. When we consider modern advertising media, it

should not be considered in the framework of the classical understanding of the word "advertising media", because they have a wide range of functions and capabilities. They include not only the advertising communication of a product or service but also the collection of analytical data and the observation of user behaviour in a single process. Modern advertising means providing a unique opportunity for this.

***Prospects of increasing the efficiency of modern advertising means in electronic trade of Georgia.***

The internationalization of the economies of modern countries, the development of Internet technologies, in terms of their usefulness, the awareness of consumers and the pandemic of COVID 19 have shown the advantages of electronic commerce, the possibilities of using them to the maximum depend on increasing the effectiveness of modern advertising means. Until 2020, Internet advertising was relatively developed in industrialized countries. The global spread of the coronavirus and, as a result, restrictions on people's travel between countries have forced consumers in developing countries to better study the technology of online ordering of goods, cashless payment mechanisms, and other issues related to Internet marketing and e-business. Georgia found itself in the same situation. Before the spread of the pandemic, only the part of Georgian users who were familiar with Internet technologies enjoyed the benefits of electronic commerce: a variety of choices, cheaper subscription of products, virtual viewing of foreign markets and fairs, saving time, etc. Sh.

Only after the massive spread of the COVID-19 pandemic, a large part of the population of Georgia began to search for information about goods and services of interest to them abroad using modern advertising means, to compare alternative options and to select the optimal option according to the economy of price, quality and delivery time. Therefore, in modern conditions, the list of marketing goals of companies should include not only the inclusion of modern advertising means, but also care for increasing the effectiveness of their use (Slobodanyk *et al.*, 2022). Nevertheless, Georgian companies have not yet fully utilized the potential of modern advertising means. "In the Georgian advertising market, the dynamics of implementing modern advertising means in practice is increasing, although there is still a large free niche, which, if filled, can radically change the approach to purchasing in our country" (Abashidze & Katamadze, 2017).

From this point of view, it is necessary to take into account the fact that the use of Internet advertising means is a rapidly changing and constantly innovative field. Therefore, "those Georgian companies that manage to transfer a certain part of their activities to an electronic format (by creating web pages, perfecting their design, providing video-collages, establishing operational connections with electronic subscribers of their goods, artificial intelligence, introducing a flexible mechanism of online payments, the requested colour of the subscribed goods, by accurately ensuring size, quality, fast delivery, etc.), they will gain a significant competitive advantage" (direct...2020, Abuselidze & Mamaladze, 2021).

Even in the first decade of the twenty-first century, Internet advertising in Georgia was considered as a future perspective of marketing and not a commonly used advertising tool, but today, the increase in access to Internet technologies and the development of social media have led to a sharp expansion of the audience of electronic consumers. Accordingly, there was a need for Georgian companies to direct more resources to internet advertising and e-commerce with their products.

For Georgian companies, the use of electronic advertising means is an additional opportunity to increase their competitiveness, because this form of establishing feedback with the customer is characterized by much higher efficiency and interactivity than other communication channels, which allows effective access to the existing and potential audience with low costs. In such a situation, those Georgian companies that refuse marketing activities in the Internet space will give a serious advantage to those competitors who actively communicate with the target audience using modern advertising means. "Accordingly, increasing the effectiveness of using modern advertising means, along with other methods, is not a choice, but an opportunity to gain and maintain a competitive advantage" (Avaliani, 2021).

When discussing the possibilities of increasing the effectiveness of using modern advertising means by Georgian companies, it is necessary to focus on the following aspects: 1. Compared to "traditional" advertising means, electronic advertising means are characterized by low costs and much higher returns; 2. It is possible to reach a wider audience; 3. Depending on the specifics of the product

to be sold by the company, it is also possible to filter the audience according to the target segment, which allows the company to cover the audience of potential customers; 4. It is possible to program the activities of companies involved in electronic business, which allows to make a detailed analysis of the implemented advertising campaign or conducted marketing research.

Thus, "the use of modern advertising means provides an opportunity to increase the effectiveness of the activities of Georgian companies, because the type, quantity and quality of data in the case of using Internet advertisements are radically different from the data used in "traditional" business and provides an additional opportunity to obtain and process information that cannot be achieved by Internet technologies. without" (Georgian companies, 2020).

Another advantage of using modern advertising means is the ability to choose a variety of the final goal of the advertising campaign. By combining modern advertising means, Georgian companies can increase brand awareness and value, stimulate sales, improve public relations management, increase the number of loyal customers, improve support for the rebranding process, etc.

It is true that modern advertising tools provide wide opportunities, but it is impossible to use it without mastering basic marketing skills. It can be said that the same principles apply in electronic commerce as in the field of "traditional" commerce, with additional opportunities and a much higher intensity of interaction with the audience. The factors operating in the commodity market remain the same, and the advantages characteristic of the Internet audience are added, which means the special unpredictability of the mood of the Internet community. Also, the psychological or other motives that determine the characteristics of the audience's behaviour. Modern advertising means give each customer the opportunity to influence the product and receive it in a modified form. Consequently, the product purchased with modern advertising means is no longer of a uniform standard.

Thus, using modern advertising means, Georgian companies can make the product or service they offer to customers as personalized as possible, often even at the level of each customer. The price of goods remains one of the main means of competitive struggle in electronic trade, but with the difference that the intensity of competition is much higher. "Consumers have the opportunity to compare the offers of competing companies very easily by reviewing different catalogs or products and then make a purchase decision" (Abashidze, 2018). The ability for the user to make comparisons very easily is one of the most effective tools for determining the price of a product. In this case, small Georgian companies are given even more opportunities to compete with foreign big brands. The territorial distance between the customer and the supplier does not matter much in electronic commerce. The customer knows that his product will be with him within the specified period. This principle applies both to the final consumer of the product and to the companies that purchase it for further processing and sale.

A real means of intensive use of e-commerce in Georgia is the prospect of more effective use of modern advertising means. An important means of increasing the effectiveness of modern advertising means is the distribution of the advertising message itself to the target audience, the recording of interaction by the user at the decision-making stage, the statistical analysis of the purchase process and the observation of the user's behaviour after the purchase of the products.

The scale of e-commerce is continuously increasing. The relevance of Internet advertising is also increasing in direct proportion. Therefore, creating its theoretical base and mastering methods based on practical experience are necessary for both marketing theorists and practicing marketers. It is necessary to select the appropriate type of modern advertising means for the implementation of various marketing goals. In this process, Georgian companies should be guided by the key principle, which implies the synthetic use of modern advertising means and "traditional" marketing. For example, in the process of branding, it is not allowed to rely only on Internet advertising and neglect such components as direct communication with the customer and the standards of service provided by the staff at the points of sale. All successful Western companies, which have actively implemented modern advertising means in their marketing strategy, at the same time lead at a high level in other components of customer communication. Such consistency is necessary in order not to miss the expectations and perceptions of the consumer, which ultimately damages the reputation of the brand. This is where it is necessary to use the principle of integrated marketing communications, which implies uniform standards and mutually agreed work of different marketing channels.

To be successful in internet marketing, it is impossible to ignore search engine optimization. People use search engines to search for anything related to their area of interest. Including, of course,

the desired product or service. The dominance of "Google" in this market is so great that the word "Googling" has firmly established itself in everyday conversation, which means searching for information on the Internet. If we take into account the growing dynamics of the Georgian Internet audience (not only social networks), it is possible to assume that search engine optimization will become one of the effective tools for Georgian companies in their Internet marketing strategy. The main advantage of this method is that practically no financial resources are spent from the marketing budget, while in the case of high positions in the search results, it is possible to attract a wide audience to the web page. However, the audience consists only of those categories of users who are potential customers and are looking for this or that product or service. Accordingly, the consumer funnel will also be of a "stable shape". Search engine optimization can be a particularly useful tool for small Georgian companies that want to attract new customers and establish a place in the market. For this, you need to have a proper website and SEO technologies. Since small companies do not have the opportunity to have professional staff in this field, they should turn to specialized companies in the Georgian market that will provide consultations and services. The fee paid may turn out to be a meagre amount compared to the commercial benefits received.

Another effective means of advertising a company in search engines is search engine marketing (SEM). In this case, paid links are at the top of the search results, which, like SEO, are relevant to the information sought by the user. It has the same result in terms of audience category and access to it, with the difference that the company that pays more for a specific keyword takes a higher place in the search ranking, that is, we are dealing with a kind of auction. As for profitability, the effectiveness of using modern advertising means is quite high, because the advertiser pays for each click and eliminates unnecessary expenses. However, even in this case there are some problems related to fake clicks. Even the fact that in 2009 paid search results accounted for 47% of the total amount paid in modern advertising media worldwide (Zhu, 2015). The activity of Georgian companies in this direction is still low. They prefer to pay more substantial amounts for television advertising, where the degree of segmentation is much lower compared to the Internet audience. Accordingly, the coefficient of effectiveness of the use of television advertising is also low. Search engine marketing is more or less actively used by online loan companies. Their activity itself involves providing services indirectly, via the Internet. However, on the other hand, their motivation is not only the specificity of the activity, but also the high competition in the market. If you enter the search phrase "online loan" in the Google search field, paid links to several online loan companies appear in the results. The same can be said about such keywords as "insurance", "hotel in Batumi/Tbilisi", "pizza delivery" etc. Nevertheless, Georgian companies still do not seriously consider the possibilities of search engine marketing and direct their financial resources to "traditional" marketing channels. The demand for search engine marketing in the world market is growing, as Google statistics show: in 2015, Google's total revenue was 74.54 billion US dollars, of which the share of advertising revenues was 67.39 billion US dollars (Charest, 2016).

Unlike search engines, Georgian companies pay more and more attention to social media marketing. It has a diverse range of functions and includes such capabilities as informative, persuasive and reminder advertising of the product, integration with content marketing, customer support, public relations, branding process support, etc. Due to the specificity of the audience of social networks, a very careful and professional approach is required. One careless step when using social networks can create a serious crisis for the company. Likewise, one well-thought-out marketing move can bring success to a company both financially and in terms of improving brand reputation. Ice cream Company "Tholia" is one of the Georgian companies that have a successful social media marketing campaign. The steadily growing audience and popularity of publications in Facebook is determined by the correctly chosen stylistic direction and the professionalism of the page administrator. In addition to advertising and brand awareness publications, the company also tries to use content marketing elements (ice cream recipes, funny posters with the "Seagull" logo), which contributes to the page's popularity (Abashidze, 2018). It is also worth noting the ticket sales website tkt.ge, on whose "Facebook" page, in addition to the timely publication of information about various cultural and sports events; it is possible to receive operative technical assistance and consultation through personal correspondence (Ballings, 2016). Over time, the growing competition in the social media space forces Georgian companies to pay more attention to the serious use of this channel of communication, and not to dilettantish approaches, which is often observed in the case of some Georgian companies.

Paid advertising in social media is a separate topic to be discussed, the advantage of which is not only the optimal ratio of price and commercial results, but also the possibility of accurate segmentation and geographic "targeting". The company's marketing service, when selecting advertising parameters, has the opportunity to determine such characteristics of the target audience as age, gender, field of interests, geographic location, specific time period of social network usage, etc. Even the unobserved eye can easily see the abundance of advertising publications in the Georgian social media space. Taking into account the high effectiveness of reaching the audience, not only commercial, but also public and political organizations, which want to deliver their message to the audience, are now using Facebook to advertise. According to "Facebook" statistics, as early as 2012, the number of its users worldwide exceeded one billion, and by 2016 it reached 1.35 billion, and the number of active users was 864 million daily (Avaliani, 2019). As for Georgia, by 2013, the number of Facebook users (active and passive users) exceeded a million (Abuladze, 2015). Therefore, we can assume that the use of social networks for marketing purposes in the Georgian advertising market has a great perspective.

In addition to search engines and social networks, Georgian companies use such modern advertising means as banner advertising, video advertising and e-mail marketing. Depending on the competence of the company's marketing service and the size of the marketing budget, the scale and style of their use differ. Among them, large banks - "Georgia Bank" and "TBS Bank" are worth mentioning, which are highly competent in placing banners on the Internet, video campaigns and communication with existing clients by e-mail. Each of them serves its main purpose. The main function of a banner is to increase brand awareness and trigger a specific action in the user (Product order, purchase, registration data entry, etc.). The web banner can be used effectively in the presentation stage of the product life cycle, when information about a new product needs to be provided to potential customers and awareness needs to be raised. Advertising banners of "Bank of Georgia" and "TBS Bank" are often found in the Georgian Internet space. However, the main disadvantage of the banner can be considered the statistics of clicks: according to the data of 2015, in the case of all types of web advertising, this figure was 0.6%, and only in the case of banners with a variety of visual multimedia decoration, it was 0.27% (Ballings, 2016). As for video advertising and email marketing, their functions are radically different from each other. Video advertising serves such purposes as product presentation, persuasive and reminder advertising, branding, image advertising, etc. It can be particularly effective in the framework of a campaign planned for the purpose of viral marketing, which has been successfully implemented by "Bank of Georgia" more than once. Email is mainly used to offer new products to existing customers. In this case, banks are in an advantageous position, because they own the most important resource necessary for email marketing - the database of email addresses of consumers (Katamadze *et al.*, 2021).

Modern advertising tools, along with the possibilities of increasing the efficiency of use, also contain marketing threats. The high level of interactivity of the Internet space leads to a strong influence of the audience on the brand reputation. Therefore, Georgian companies should adopt the practices of successful Western companies in the direction of threat analysis and crisis management in the Internet space. The need for this arose especially when the technical progress of the Internet in the early 2000s gave birth to a new concept - web 2.0. This is not a technical term, but a more fundamental change, as a result of which Internet users have turned from passive receivers of information into active individuals. They can have a great influence on the processes developed in the Internet space, which, in turn, greatly changes the reality. Its actualization is closely related to the appearance of social networks and is often equated with it, but it is a much more comprehensive concept and includes not only social networks, but also all types of web pages where users have the opportunity to create and distribute content that will have a separate audience. In terms of impact on marketing policy and brand reputation, Web 2.0 is a new stage of development, because companies have to compete not only with their direct competitors, but also with consumers who have a wide Internet audience. Therefore, it is necessary to consider Web 2.0 in the context of integrated marketing communications. For example, if we consider the issue from the point of view of conducting public relations, the Internet often becomes a space for discussions and debates. Each mention of the company in a positive or negative context should not be distinguished from the company's marketing department. For this, it is necessary to create an online reputation management system (ORM). Georgian companies should correctly assess both the threats and opportunities of Web 2.0, which will



allow them not only to increase their competitiveness, but also to set a strategy for entering the international market. Thus, without increasing the effectiveness of the use of modern advertising means, it will be impossible to fully exploit the potential of electronic commerce and to exploit the international consumer markets.

### **Discussion.**

The search and analysis of materials on the research topic allowed the author to have a discussion with the opponents, through which it was possible to answer the question: do Georgian companies really have real opportunities to increase the effectiveness of using modern advertising means in e-commerce. As can be seen from the above analysis, Georgia really has the opportunity to transfer foreign experience in this field and adapt it to its own reality.

The discussion about the paper was reflected in the following results:

1. The possibilities of increasing the level of effectiveness of using modern advertising means and using them in electronic commerce should be studied in a new context - in post-Covid conditions, against the background of hostilities between Russia and Ukraine;
2. Increasing the effectiveness of the involvement of Georgian companies in electronic trade is possible only with the effective use of modern advertising means, channels, and tools, both in the direction of selling local products abroad and in the direction of electronic subscription of foreign goods;
3. It is necessary for the Government of Georgia to provide stable environmental conditions for the development of electronic commerce, by removing the barriers hindering the development of electronic commerce and promoting the introduction of modern advertising means in this field.

### **Conclusions.**

Based on the above, we can conclude that for such a small country as Georgia, active participation in electronic trade depends on increasing the efficiency of using modern advertising means by Georgian companies. The article shows that the government of Georgia, by removing the barriers hindering its development, should facilitate the acceleration of the process of selling local products abroad, selecting, ordering and paying for foreign goods in electronic stores.

Significant and rapid changes in the e-commerce chain caused by the Covid-19 pandemic, Georgian companies can use as an additional opportunity to sell their products under more favourable conditions.

In conclusion, we can offer recommendations to the government to increase the effectiveness of using modern advertising tools in e-commerce. In particular, e-commerce companies in Georgia should: study the competitive advantages of using e-commerce, determine the possibilities of increasing the effectiveness of using modern advertising means in this field, in order to withstand the strong competition in e-commerce; should take care of raising the competencies and professional skills of their IT staff, training, retraining and qualification of managers; They should implement modern advertising means in their electronic trade in order to get timely information about the situation created in the key market, changes in consumer tastes and behaviour, to develop a correct electronic business strategy; must maintain the logistics chain of electronic sale and payment of their products; they should correctly and rationally approach the technological process of selling their products online; They need to synchronize their e-commerce processes in order to reduce the cost of selling their products and increase the effectiveness of their advertising media.

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