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The marketing strategies applied by enterprises differ greatly from one field to another. Manufacturers of consumer goods have introduced into their marketing activities certain modern online marketing techniques, and at the same time have largely retained traditional promotion techniques. In essence, online marketing is a form of traditional marketing that is based on the principles of operation and characteristics of direct marketing. The main principle to support the development of online marketing is that of "electronic customer", which aims to achieve a degree of personalization of offers as high as possible.