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INNOVATION POSSIBILITIES OF ENTERPRISE MARKETING COMMUNICATIONS APPLICATION ON THE INTERNET

Summary

The article substantiates the question of using marketing communications on the Internet innovative possibilities. The basic tendencies of modern technologies development and their influence on the enterprise marketing communications tools are given. The essence of marketing communications modern approaches and technologies, such as: coolhunting; trendsetting; buzz marketing; "word-of-mouth" advertising and features of their use are analyzed. The basic types of Internet advertising that can be used by the company are described: contextual advertising, banner advertising, advertising on social networks. It is proved that understanding of new opportunities, applications and specifics of using enterprise marketing communications in the conditions of modern information technologies will allow firms to develop a complex of marketing communications that will meet the conditions of transformation of corporate activity communication schemes, and the approach to the formation of a marketing communications complex requires quality changes, where new trends in promoting goods and services play a role. It is substantiated that in the conditions of considerable supersaturation by various advertisements and decrease of traditional communication tools perception by the society, the use of non-traditional types, tools and technologies is an effective alternative, which contributes to the achievement of the enterprises market goals and their high rate of profit.

It is determined that strategic management of marketing communications is becoming more and more complicated and for each enterprise the role of marketing and effective marketing communication policy is increasing. They are becoming more and more focused on the end consumer and achieving the main company goals. It is necessary to constantly monitor the market, to be aware of the main events and achievements of marketing communications. At the same time, it should be remembered that the success of an enterprise's marketing communications policy largely depends on the individual approach to selecting content and marketing communications targeted at the main consumer segment, paying attention to their behavioral and incentive characteristics.

Keywords: internet, internet marketing, marketing communications, coolhunting, trendsetting, buzz marketing, word-of-mouth advertising.

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