

## ABSTRACTS

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### INTERACTIVE MARKETING COMMUNICATIONS IN THE MANAGEMENT OF ENTERPRISE

The purpose of writing is monitoring the interactive marketing communications and disclosure functioning features online shopping sites, commercial online services and the Internet.

In the process of converting the standard in interactive marketing communications play a crucial role for the modern Internet technologies. But at the moment there is no clear definition of such concepts as interactive marketing, which would fully disclose its nature, purpose and means. Interactive marketing is expedient to define how complex interactive marketing communications, market research covering the Internet, direct response advertising, advertising media internet communications, telemarketing, which focuses on the needs of consumers and is carried out by means of online marketing and commercial online services.

Interactive marketing is considered by us as a set of interactive marketing communications, market research covering the Internet, direct response advertising, advertising media internet communications, telemarketing, which focuses on the needs of consumers and by using of internet marketing and commercial online services.

The complex system of interactive marketing communication regarded as part of subsystems: Information support system utilities, monitoring system of interactive marketing communications, system of interactive marketing communications.

Based on the fact that a strategy of managing interactive marketing communications (IMC) should carry out a comprehensive, taking into account all the parameters of market research, implementation of the proposed research methodology of interactive marketing communications allow modern commercial businesses use the latest methods and technology sales and service that will enhance the competitiveness of enterprises in current market conditions.