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## **INNOVATIVE MARKETING COMMUNICATIONS**

Today, to ensure the successful sale of a product, companies have to do more than just maintain its excellent quality, set the lowest price for it or just put it on the best place on shop shelves.

A key factor in product marketing is communication. Marketing communication is a process of transferring information about the product to the target audience. Today one of the major indicators of changes in the principles of the entrepreneurial activity is the development and use of innovative communication technologies in all business areas.

The experience of leading western companies shows the necessity and success of marketing innovations that allow intentional and purposeful changes in the company's economic and social potential, improvement and implementation of new ideas and processes to solve problems and create new opportunities. The experts of the company must understand that a variety of means can be used for the most efficient transfer of marketing communications.

Nowadays, in addition to traditional advertising methods of influence on the final consumer there are innovative technology methods.

One of the most promising and established methods of such advertisement in Ukraine and abroad is video advertisement in public places. It is a so called InDoor TV technology. X3D Technologies Corporation has developed a new X3D video technology which is gaining actively the InDoor market. The main advantage of this technology is the perception of three-dimensional images without additional resources such as special helmets or stereo glasses. Also, the effect is visible even at the distance of up to 100 meters from the monitor. This makes the technology convenient for presenting goods and services at offices of sale. Another impressive technology is Ground FX - an ultramodern interactive projection developed by GestureTek, that enables the consumer not only to watch the advertising story but also to participate in it.

To increase the effective use of Internet technologies in the company's communication strategy the following points should be used:

- promotion of the enterprise's sites which is to ensure a steady stream of customers from the search services Yandex, Google, Rambler and others;
- banner advertising services - promotion by placing graphics, sometimes animated, and blocks at different sites;
- forums, posted on many thematic areas where visitors interact with each other and discuss topics which are of common interest. Active participation in such

discussions can softly stimulate potential customers to become your clients or neutralize any negative discussion.

According to experts, the future of marketing is in the application of so-called integrated marketing communications which are a type of communication and marketing activities with a distinct synergistic effect arising from the optimal combination of advertising, direct marketing, sales promotion, PR and other communication means and techniques, as well as integration of all individual messages.

Modern consumers are skeptical about a number of initiatives of marketing professionals and to attract and retain consumers' interest to any kind of goods is rather difficult. Companies wishing not to get lost in the market and develop themselves, must constantly use all possible means to gain the target audience.