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FEATURES OF INTERACTIVE MARKETING IN UKRAINE

During the last decade, the impact of Internet-technologies on the worldwide economic globalization processes has no one in doubt. Interactive marketing and e-commerce as a powerful networking tool business use modern information and network technologies. They exponentially increase the volume of transactions make available for instant contact any place in the world. Therefore, bases of traditional economic and business principles currently are on the edge of revolution. A concept of mobile marketing appeared a few years ago. Today this tool is widely used not only in the world practice but also presented its versatile ways its application in Ukraine. It became one of the most important parts of such popular modern concepts as interactive marketing. There is a wide selection of popular tools of mobile marketing: SMS-marketing (MMS-marketing, which never was widely used, should be also included into this position); IVR (Interactive Voice Response) - various voice services; WAP - this includes advertising on WAP-sites, creating WAP portals etc.; Content - themes, images, melodies, slide shows; Games and applications - developing branded games (online games for mobile phones should be also included into this category) and any additional software that may be helpful in conjunction with the brand ; Bluetooth-marketing. Each of these tools can solve quite a wide range of problems.

SMS-marketing is the easiest and most popular tool. SMS is actively used as a way for voting, especially with the support of web sites, television, magazines or paper editions. Some companies have found even more unusual application of SMS - it is used as a channel for consumer survey. Finally, SMS can be used simply to inform consumers.

IVR (Interactive Voice Response) – is very similar to SMS in a sense that is often used for various contests and quizzes. The main difference is that a message is recorded in a form of speech. The procedure is as follows: a subscriber calls the phone number where an automated voice system receives enquire. Usually it reads answers. A person has an opportunity to choose right variant by pressing the key with a corresponding number on the phone keyboard. It is far more convenient than sending multiple SMS-messages.

Today WAP-portals are gaining popularity again. The main reason for this is that they are main trading places where various contents for mobile phones are sold. WAP-portals can also be used for posting banner advertisements orientated on users of mobile phones.

Content is often supplied as a mandatory prize for participating in any promotion. Usually these are either themes or pictures of the brand. Sometimes it also may be a video.

Games and applications. Some companies are developing their own branded games are designed to entertain consumers. Some entrepreneurs actively sponsor online games for mobile phones, posting their advertisement in games. The latter trend is particularly promising. Now there are more and more mobile phones with standard connection 3G. Operators simultaneously are developing their 3G-network.

Bluetooth-marketing is a very specific tool. It can be applied in confined spaces, and therefore is generally used for different sorts of events, or even in shopping malls. Typically, it is designed to send content to mobile phones' users.

Although it is obvious that by itself mobile marketing can hardly exist it is used as an element of comprehensive communication advancement.