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ADVANTAGES OF THE INTERACTIVE MARKETING

In modern world consumers become more scrupulous in their choices every day, while it becomes harder for manufacturers of goods and services to impact on them. Thus, manufacturers have to constantly look for new directions of end users handling. One of such directions became an interactive marketing, which is very popular today.

Interactive marketing is based on modern technologies and implies innovative approaches and tools of work with consumers. The most popular instruments are:

- SMS- games;
- SMS- chat;
- Contests;
- Harnessing the power of the Internet, etc.

Interactive marketing uses tools, which involve customer feedback, and this differs from the standard ATL- advertising on the Internet.

The advantages of using interactive marketing are following:

- 1) Impact on target audience;
- 2) Using the effects of viral marketing;
- 3) Activation and identification of consumers;
- 4) Low cost of spreading the advertising information.

There are two main directions of interactive marketing, namely:

- Promo-sites;
- SMS services.

Using promo-sites is a good opportunity to draw attention to your company. Promo sites may be a solid internet resource as well as separate section of site, dedicated to the advertised product, service, or brand itself, in which information is provided in a positive and entertaining way. The main advantage of using these sites is that while surfing the network a person feels the freedom of his choice is much stronger than while reading the press or watching TV. It happens because he comes to your site voluntarily and positively disposed towards the information that he's going to take.

Unlike the Internet services, SMS- games and SMS-voting are more mobile. Mobile phone is close to a person more than 18 hours a day - even when the owner is sleeping, the phone is next to him and able to receive calls, SMS or MMS. Of course, consumer cannot perceive advertising information while sleeping, however, if Internet access is just the many, the mobile phone has the vast majority, if not all. In this way, SMS- services are accessible to a wider range of consumers, over a much longer period of time during the day and with almost no restrictions on the place of use. Moreover, SMS-games and voting are primarily addressed to younger audience, which understands the modern technology much better, and more receptive to advertising of recreation and entertainment.

Thus, we can conclude that modern interactive marketing becomes one of the most popular and innovative methods of impacting the consumers, which growing rapidly and covers an increasing amount of advertising information.