

MARKETING COMMUNICATIONS IN THE AGE OF CROWDSOURCING

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Modern business and economics increasingly depend from effective communication. Today information and well-coordinated information messages play a key role in all market sectors actually. Currently we are dealing with the extremely quick development of technologies for the generation and exchange of information. Today, the popularity of the use of progressive interactive tools in marketing activities, able to conduct effective positioning of the company, brand and to form customer loyalty. Classically, the system of external and internal communications of the company is:

- environment and mechanism of management;
- the tool of integration of all types of activity of the company;
- the way of informing, persuading and increasing the level of customers loyalty;
- a necessary condition for making a positive image of the company;
- the way of providing the flexibility and adaptability of the company;
- a prerequisite for the development of human and innovation potential;
- the way of forming organization culture based on the unity of goals and values.

All the above, allows attribute communications to strategic resources, the management of which is necessary for the sustainable operation and development of the company.

However, the development of the information society, especially the spread of Internet technologies, leads to the transformation of traditional processes of economic activity. Modern conditions of the environment functioning of the companies require new approaches to cooperation with consumers.

One of the such effective approaches is the use of crowdsourcing, the essence of which is to find optimal tools for consumer management. Among them, the most popular are: content marketing, viral marketing, social media marketing. The mechanism that ensures effective communication with the target consumer on the Internet is targeting and retargeting. Targeting is an advertising mechanism that allows you to select from the entire existing audience only part that meets the specified criteria (target audience), and show advertising to it [1]. Also in process of managing marketing communication in the internet, a highly effective tool for realization a promotion strategy is retargeting. Retargeting is an advertising mechanism by which online communications are sent to those users who have already viewed the advertised product by visiting the advertiser's site. From the point of view of Internet site visitors, retargeting is a repeated of Internet advertising, an Internet resource they have previously viewed [2]. Technically, retargeting is carried out by the display of ads on advertising networks or on separate web-sites, where advertising agencies purchase advertising impressions on the orders of their clients - advertisers. Retargeting allows you to continue marketing communication with the user after he has left the advertiser's website, and increase it's reliability through targeted action.

Thus, the use of crowdsourcing in the realization of marketing communications provides, on the one hand - the communicative impact on the Internet community, which is

formed by consumers in the process of interaction with each other, and on the other hand - the personification of communications to each consumer. All of this allows you to communicate more effectively with customers and increase the number of their targeted actions.

In summary, we can say that the work on the creation and realization of marketing communications is daily and requires a lot of effort. Starting with internal communication and corporate culture, as well as including a variety of marketing (external) communications, namely: content marketing, viral marketing, social media marketing, which finally determines the company's image, and its relationship with stakeholders (suppliers, consumer, investors, staff), flexibility and adaptability, and as a consequence the development and success of the company.

Literature:

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