SUMMARY

The theme of the given work is «Use of technology of interactive marketing in a complex of modern PR in business».

The author of the paper is Agabekova EM.

Academic adviser: Lisitsa E.S.

Actuality of the theme. Rapid integration of people into the Web has completely changed the communication model between the producer and the consumer, creating relevance for the selected topic. Today business has to spend a lot on interactive means of communication.

Once interactive marketing was introduced, specialists are now able to find out how many customers are being brought to their business and how satisfied with a product or service they remain. PR-promotion has been also developed with its toolkit now including social networks and corporate websites.

However, along with the introduction of new technologies market has also come across the lack of clear standards and rales of digital advertising.

Association of interactive agencies AIA is called on to formalize this market. It is a noncommercial organization, which unites Russian agencies of interactive communications, designed to create digital market on the whole and also to help digital-agencies to grow wider and wealthier.

On the one hand, AIA is a strong resource of its own members promotion through public relations, on the other hand, it's a mean of the experience exchange between its members. In this regard major attention is drawn to the analysis of public relations technologies in the process of interactive agencies and digital market development.

The aim of this research is to study peculiarities of interactive marketing technologies in PR-promotion of products and services, and also to find out means of AIA promotion on the market.

Scientific-theoretical and practical significance lies in the fact that the theoretical conclusions and practical recommendations of this study will help to solve the problems of the association.

The structure of work is subordinated to the solution of the problems of a study and includes: introduction, two chapters, which consist of four paragraphs, conclusion, bibliographical list, application. The overall volume of work composes 65 pages.

The theoretical part of this work contains the first ever summary of interactive agencies activities and also provides complete information about the situation on the Internet services market.

The practical part contains the research of the AIA activities and includes examples of the organization's projects profile.

In the conclusion the list of recommendations is given upon how to improve the activity of the association. It includes creating regional representation offices, introducing an educational center and website's sections expanding. By adopting these recommendations the AIA will be able to gain confidence on the digital services market in a faster way.