

SUMMARY

Theme: «The Internet as an effective medium of advertising and PR promotion on the auto parts market»

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Relevance of the research topic is that in the market economy business success depends on comprehensive communication activities. Most Russian businesses based on great ideas, offering popular goods and services have the production resources and staff, but it still can not always be realized due to the lack of effective promotion of their performance on the market. The issue of product promotion in the conditions of increasing competition is now more than ever.

The object is to consider all the benefits of the Internet as a medium in the process of advertising and PR-promotion in the auto parts market.

Achieving this goal involves the formulation and solution of the following **tasks:**

- to explore essence and standard methods of promotion of products in the automotive market;
- to analyze optimization methods of advertising and PR-promotion online store as a key channel of communication with the consumer;
- to research features of the competitive environment and consumer behavior of customers of company «Autodetali»;
- to develop project to create and promote communication online store "Autodetali".

Theoretical and practical significance of the study lies in the fact that is that of the study provides a heuristic basis for further study of technology creation and promotion of online stores. The driving factors for the future of in-depth consideration of this issue are its ambiguity and dynamism in the context of rapidly changing events and opinions that does not limit the range of methodological options and cognitive research. The practical significance of the study lies in the possibility of using the data for the development of theoretical courses on public relations, advertising and online promotion.

The research results. In order to predict the effectiveness of the communication was proposed promotion program, which reflects the events, timing and cost of implementation. This promotion program to determine over what period of online - shop and return on investment will be profitable. The calculation is made on the basis of fairly expensive, but at the same time and the most effective methods of promotion. The calculations were not taken into account how many users bring booklets, or take advantage of discounts on dispatch. But these methods, experience has shown that effective, as the leadership of "Autodetali" store were repeatedly used. In the best of circumstances, the Internet - shop will be able to begin to make a profit after years of operation. However, it is also necessary to carry out regular analysis of complex multi-site, based on the analysis of Yandex.Metriki data as well as reports of SEO-optimization and contextual promotion in order to optimize the interface of the resource in terms of functionality.