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Instruments of the Internet-marketing in advertising and communicative activity of the organization

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It is analyzed the market of Internet marketing, the features of the development of the market of Internet advertising. The most significant difference in the Internet advertising market from traditional advertising technologies is a point interaction with the user, due to the presence of interactive elements of communication with a potential client. It is studied and identified the most relevant set of Internet marketing tools: contextual advertising, advertising in social networks, media advertising. The trends in the changing nature of advertising, the approach to the implementation of marketing communications are distinguished. The possibility of tracking and analyzing the effectiveness of advertising and communication activities with a high level of accuracy is determined, which will undoubtedly attract advertisers' investments in Internet advertising. Companies need to use the tools of Internet marketing for the successful implementation of advertising and communication activities.

Keywords: *Internet marketing, SMM, contextual advertising, content marketing*

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