

## **INNOVATIVE TOOLS OF INTERNET MARKETING FOR EFFICIENT BUSINESS**

The key to successful business is to be always one step ahead of everyone. Today, the Internet is changing the rules of business. More and more our life is moving into the media space. New formats lead to new and unique possibilities that are unattainable or difficult to achieve using traditional methods. The effectiveness of the company's innovation economy is displayed in the close relationship of its activities with the Internet. Internet marketing is a modern business tool.

To win the competition and to anticipate the desires of our customers now possible thanks to innovative solutions, which reveal the practical implementation of the new internet marketing tools. It is necessary to take into account the specifics of the modern audience, choosing Internet marketing tools.

Innovative solutions allow to increase the efficiency of funds invested in the promotion of business and now they have to become a working strategy.

In view of the increased number of gadgets the need for the development of adaptive web-design and mobile marketing has increased. According to the survey results, the behavior of consumers and the options of buying in 75 % defines mobile advertising today.

A unique opportunity to communicate directly with the consumer appeared with the rapid development of social networks. And the facilities of SMM-applications allow to use the interactivity with consumers. Obligatory condition of SMM-applications efficiency is the creative content. Additionally, the development of landing pages increases the effectiveness of the campaign and will be the key for successful marketing.

To increase the effect of the information perception is necessary to use infographics, thereby increasing the degree of understanding the material by users, and the visual display in the form of pictures, graphs, charts that will allow them to form a three-dimensional picture.

Ukrainian market of e-commerce is growing rapidly. Modern business requires innovations, which can not only be a step ahead of the needs but also manage their development. World practice shows that the new technologies to promote business online work simply and efficiently.