**digital marketing communications**

To make an impact on the target oriented online communities is possible due to digital marketing communications, that is a set of measures to promote products via Internet networking. The starting premise is promotion of the site in search engine that allows to achieve effective interaction with the target audience. For digital communications target audience is a totality of users who make similar queries in the search engine. Website promotion is realized in the following forms:

1) increasing of reference base, it is registration of the site in search engine and specialized directories, link exchange, placement of paid links to popular Web-servers to enhance the credibility of the resource, an indication of email and Web-site address in all advertisements;

2) optimization of the site for search engine, that is optimization of site structure, keyword selection, entering keywords in the text and titleof the site;

3) Internet advertising, that is a set of actions aimed at the active involvement of the target audience to the site and to creation of a positive enterprise image and product (banner advertising, contextual advertising, direct marketing, network marketing);

4) organization of customer feedback, that are surveys, support of communication with clients;

5) support of the site, efficiency monitoring of its functioning, it is solving of technical problems, content updating.

Presentableness and meaningfulness of the website is of great importance for the effective emotionally and psychological impact on Internet users who are potential customers. Thus, the perception of information that is offered on the website is directly proportional to positive impression on it. The person makes a decision about website quality almost instantaneously, at the same time when information enters the brain. Usually the first impression becomes crucial.

Now communicative campaign can’t be considered successful if it does not use a series of new communication technologies: RTB, that is trades in real time; retargeting, that is a reorientation; SMM; SMO, that is optimization for social networking; SEO, that is website optimization on search engines; SEM, that is marketing in search systems.