

ECONOMICS

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Management of marketing communications through company's website

The company's website provides an opportunity to implement a full range of Internet marketing communications. A characteristic feature of the website is the fact that introducing a promotional tool, it needs the support of communications and planning of complex marketing activities aimed at raising awareness and, as a consequence, the number of visitors. One of the necessary measures for the promotion of the website is its search optimization. Thus, there are two main areas of activity in the network marketing: managing communications with the management of the website and the actual site. As one of the elements of the latest it is of great interest the content of management website. The article is devoted to the implementation of basic management functions such as planning, implementation, monitoring, motivation, coordination, which can be realized through the website of a commercial company in the implementation of complex integrated marketing communications on the Internet.

Key words: content management, search engine optimization and promotion.

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