In the article the phenomenon of crowd-technologies that formed in modern information Internet environment, as well as the application of these technologies in marketing activities of enterprises is described. The author has developed a dual model of communication influence in the Internet on the basis of which crowd-technologies functioning. According to the above mentioned features the crowd-technologies propose an improved classification of marketing communication, the specifics of managing data communications, and describes the mechanism of their functioning in the Internet are also discussed.

Keywords: crowd-technology, Internet environment, marketing communications, dual-circuit model, communication impact.

Statement of the problem in general. View the development of the information society, namely the spread of Internet technology leads to the transformation of traditional processes of economic activities. So, one of the key factors of successful functioning of enterprises is an effective system of marketing communications. However, traditional approaches and methods to the process of communications were formed in the epoch of industrial society and lose their actuality in the course of comprehensive informatization of the society. But there are new types of communications, formed in conditions of the Internet technology inherent in the new type of society, and hence arises the need for a new classification.

Analysis of recent research and publications. The issue of marketing communications and their classification were developed in several works of foreign scientists as Aaker D. [1], Bernet Dzh. [2], Wong V. [3], Kotler Ph. [3], Lamben Zh.-Zh. [4], Leixiff Dzh. [5], Moriarty S. [2], Ogilvy D. [7], Rheingold H. [8], J Saunders J. [3], Cheffey D. [9], Helft M. [10], Heim Mei Xue [11] and others. Among the works of Ukrainian scientists, who studied marketing communications, you can allocate works of Dibrova T.H. [12], Zozulov O.V. [13; 14], Pavlenko A.F. [15], Pocheptsov H.H. [16], Primak T.O [15], Romat Ye.V. [17] and others.

Not previously resolved issues that are part of the overall problem. However, in the comprehensive Informatization of social processes and the development of communication, the so-called crowd-technology that reveals the process of communication from a new point of view was formed. There is a need for more detailed studies of the marketing communication in the information society and the crowd-technologies in terms of their effective use in the management of the activities of the company and achieving goals.

The purpose of this paper is to study the latest marketing communications in terms of crowd-technologies and their effective application to enterprise activities.

Methodological basis of research was the dialectical method of scientific knowledge, systematic approach, the fundamental provisions of modern economic theory, marketing,
modern concepts of management communication policy of enterprises, domestic and foreign scholars dealing with the management of marketing communications in the modern information society.

Primary material. Communication impact on consumers on the Internet has its own characteristics, in accordance with the characteristics of the environment hypermedia. On the one hand, individuals are influenced which is formed and functions in a network of other people in the online environment interacts with other users. That is, people in the process of interaction with other people can become a member of a particular group, organization or network. In the information society, the Internet becomes environment and user interaction in the formation of the communities which make up the information environment that affects the behavior of consumers [13].

The term “virtual community” offered by Rheingold, H., who gave it the following definition: “Virtual communities are social organizations that are formed in the Network, when a group of people support a public discussion long enough and close, in order to form a network of personal relationships in cyberspace” [8].

This leads to a change in the object of marketing communications on the Internet with a specific consumer in the entire group of virtual community of consumers who interact with each other in the middle of each community. The researchers note the model of the communication process changing on the Internet: traditional “one-to-many (one-to-many model of communication)” turns into a “many-to-many (many-to-many communication model)” (Fig. 1).

![Diagram](image-url)

**Figure 1** – Changing patterns of communication in the Internet [9]

In this case, control for consumers, enterprise is advised to use a crowd-technology that will allow us to manage communications with consumers more effectively. Note that crowd-technology is a technology of interaction of an enterprise with a wide range of people (is defined as “crowd” in English) using Internet technologies, with the aim of using resources to the General public, for specific enterprises or organizations. Crowd technology is reflected in many processes of enterprise management, in particular in the crowd-marketing. Crowd marketing is the process of marketing management on the basis of regularities of functioning of network communities, aimed to effect an interaction of community members to achieve marketing goals of the company using the principle of optimal control [14].

Also in the process of marketing management communications in a network it is necessary to consider the influence of communities and a new approach to the management of communication process in the network, which will be based on the following principles:
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1) multi-vector of information and communication and impact of its nonlinearity;
2) asymmetry of information;
3) heterogeneity of communication space;
4) key principles of social psychology;
5) use of modern crowd-technologies;
6) principle of optimal control;
7) accounting synergetic influence from the company, and the members of your communities.

Based on these principles, the authors proposed its own model of communication influence in the Internet (Fig. 2).

Figure 2 – Double model of communication impact (developed by the author)

In this model, the proposed two-level control of communication process based on the specifics of behavior of participants of online communities. The first control loop in the model provides for the influence of communication on the Internet environment, namely, the community to form the desired context to distribute further marketing communications. Such communication does not carry marketing objectives in its pure form, such as a rise in sales of the product or creating an image. It is aimed at the formation and reinforcement of desired attitude of users to the issues associated with the further satisfaction of the needs of consumers. The second control loop is directly aimed at the target consumer and involves informing the subject of the influence of marketing information concerning the product or manufacturer. This communication is aimed at achieving the marketing objectives of the process of interaction with a potential customer.

To improve the efficiency of the communication process in the network a two-circuit model of the communication impacts proposed to use, which allows you to turn the “noise” that is generated in the network, in the desired context, will have a more effective impact on the consumer behavior of the users. According to the designed model of communication effects, the author consider an improved classification of types of marketing communication in conditions of crowd-technologies in Table 1 that creates a theoretical basis to control the behavior of consumers on the market.
### Table 1 – Classification of marketing communications (developed by the author)

<table>
<thead>
<tr>
<th>Classification criteria</th>
<th>Type of communication</th>
<th>The value type of communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the direction of the impact of communications</td>
<td>Internal</td>
<td>Directed to the internal staff of the enterprise</td>
</tr>
<tr>
<td></td>
<td>Outdoor</td>
<td>Aimed at consumers, partners, investors and external environment of the company</td>
</tr>
<tr>
<td>According to the method of teaching and learning</td>
<td>Theoretical</td>
<td>The consumers' learning process is organized by mental simulations and theoretical knowledge without physical interaction with the goods, namely demonstration of advertising of goods in a certain situation and involving opinion leaders, public relations, etc.</td>
</tr>
<tr>
<td></td>
<td>Empirical</td>
<td>Communications that occur through direct contact and interaction with consumer goods; include: tasting, sampling, product testing, checkout, etc.</td>
</tr>
<tr>
<td>The form of contact with recipients</td>
<td>Personal</td>
<td>Communications involving direct contact with customers (direct sales promoters in retail outlets, etc.).</td>
</tr>
<tr>
<td></td>
<td>Impersonal</td>
<td>General communications that don't involve direct contact with customers (advertising on TV, radio, outdoor advertising, public relations, etc.).</td>
</tr>
<tr>
<td>Originally</td>
<td>Basic</td>
<td>Traditional communication such as advertising, PR, sales promotion etc</td>
</tr>
<tr>
<td></td>
<td>Synthetic</td>
<td>Communication originating from a base and synthesize their members (sponsorship, exhibitions, merchandising, etc)</td>
</tr>
<tr>
<td>Payment method</td>
<td>Paid</td>
<td>Communications, pre-paid advertisers, this includes all the traditional types of promotion</td>
</tr>
<tr>
<td></td>
<td>Unpaid</td>
<td>Communications that are not paid by the advertiser, however, subject to market entities on a Pro Bono basis. Often such communication is based on crowd-technology, using Internet technology and without them (word of mouth, WOM, etc.). For example, Internet users share content among their environment, not pursuing any commercial purposes</td>
</tr>
<tr>
<td>For source control</td>
<td>Controlled</td>
<td>Communications that require management by the firms (traditional advertising, etc.)</td>
</tr>
<tr>
<td></td>
<td>Such that the self-developing</td>
<td>Communications that are usually not controlled from the outside, and often self-emerge and spread. These include crowd-marketing and crowd-sourcing based on self-organization of the subject of communication and dissemination of information among them. This is viral marketing, commercial Evangels, etc.</td>
</tr>
<tr>
<td>The nature of the action</td>
<td>Explicit</td>
<td>Communications that directly is a good advertising tool with the appropriate legal status</td>
</tr>
<tr>
<td></td>
<td>Covert</td>
<td>Promotional information about the product in the media that is served in the form of journalistic material, not pointing directly to the advertiser. To covert advertising (marketing latent) is the product placement – an advertising method in works of art; native advertising – the way in which the advertiser attracts attention in the context of the site and the interests of users, is perceived as part of the site, not identified as advertising and not causing the audience's rejection. Also here you can include a promoter in the microblogging service, and overall content marketing</td>
</tr>
<tr>
<td>The format of the addressee</td>
<td>Massive</td>
<td>Not contain the specifications of the communication recipients, thus are unable to provide personalized communication to the traditional communication for the General public, such as TV, radio advertising, outdoor advertising, methods of sales promotion etc</td>
</tr>
<tr>
<td></td>
<td>Personalized</td>
<td>Directed to an individual or organization that contains a personalized treatment. In the first place to such communications include, direct marketing, direct sales, directly aimed at a single market entity, and also the media crowd marketing through the process of generalization and retargeting mechanism, that allows to provide effective communication with the target consumer</td>
</tr>
</tbody>
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http://mmi.fem.sumdu.edu.ua/
As it can be seen from the above classification of communications in the development of the Internet and crowd-technologies, new types of communications become more effective in achieving objectives than traditional classical marketing communications. Modern conditions of functioning of enterprises require modern approaches to the management of their activities. One of these effective approaches is the use of crowd technologies, resolved to direct the potential of facilities management to achieve the set goals.

As noted above, the essence of crowd-technologies is to find the optimum means of crowd control or a group of consumers who interact inside your own environment, to control and direction of consumers necessary for company direction. This effect can be achieved using such methods of marketing communications such as: content marketing, viral marketing, social media marketing. A mechanism that provides effective communication with the target consumer on the Internet, there is a targeting and retargeting.

Targeting is an advertising mechanism to select from all available audience only the part that matches the specified criteria (target audience), and to display advertising to her [18].

Also in the process of management of marketing communications on the Internet, a highly efficient tool for implementing the strategy of promotion acts as retargeting. Retargeting is an advertising mechanism through which online communications are sent to users who have already viewed the advertised product by visiting the advertiser's website. From the point of view of the visitors of Internet sites, retargeting is a display of multiple online advertising, already viewed them informed of the online resource [10].

According to studies, 95-98% of users leave a website without making a purchase [11]. In this case, retargeting helps companies to target their advertising to such users. This approach proves its effectiveness because the cost of attracting a new customer more for the cost of return customer that has already visited the advertiser's site. In the case where the company has already spent the budget to attract user to your website, it can communicate with the same user but in a different way (banner, display advertising) to new areas of cooperation (thematic sites, forums) and using a different budget. Technically, retargeting is done by displaying ads from the ad network or single web sites, where advertising agencies purchase advertising on the order of its clients – advertisers. Retargeting allows you to continue marketing communication with the user after he has left the advertiser's site, and to increase the probability of committing a target action. This mechanism has established itself as a highly effective tool in the process of implementing crowd-technologies in marketing...
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It allows to personalize communication, target your advertising to a potentially promising consumer who psychographic or behavioral profile indicator of the consumers’ willingness to make a purchase.

Thus, it can be argued that the use of crowd-technologies in the implementation of marketing communications provides on the one hand the impact of communication in the Internet communities that form consumers in the process of interaction with each other, and on the other hand, the personalization of communications to each the individual consumer. This allows providing more effective communication with customers and increasing the number of target actions.

It should be noted that in the conditions of comprehensive Informatization of the society and the activities of the users, communication is intertwined with other marketing tools on the Internet. Thus, communication with consumers through social networks is not only a channel of distribution of advertising information, but also a sales channel. In the Internet communication and marketing are closely intertwined, forming a new management. These include process togeneral, where, thanks to the communications component is the development of customer relationships and the passage of the “sales funnel”. That is, the process of communication transformed from traditional options advance in the multifunctional process that includes not only information exchange but also the exchange of goods and services.

Information technology and the development of the Internet has led to the formation of such phenomena as omnichannel – an approach to communication with the consumer, wherehe chooses the most convenient channel of purchase and shows loyalty not to the sales channel and the brand as a whole [19]. Omnichannel will combine all channels of communication around the user. When you combine all channels the client has no need to switch between them, and he gets the opportunity to learn the necessary information about the product or make a purchase in any convenient way.

![Single Channel, Multi-Channel, Omnichannel](image)

*Figure 3 – Transformation approaches to marketing communications in the channels of sales* [20]

Such an integration of communication channels and sales of goods increases the rate of customer retention, loyalty and the formation of a holistic image of the company by the consumer. Omnichannel can be possible by personalizing communications and technical information tools that give an ability to save and to aggregate information for each potential or current client.

**Conclusions.** In general, it becomes obvious that in modern conditions of information...
society, development of technical tools, the emergence of crowd-technologies, communication transformed from a traditional to a more progressive process of interaction with the consumer. Accordingly, the process of communication requires new approaches and management methods. Dual-circuit model of communication effects proposed by the author allows to take into account modern features of the Internet environment and to implement the principle of optimal control of marketing activities. On the one hand, communication form the desired context for the functioning of the company on the other, provide a personalized touch with every individual consumer. For more effective management of communication process of communication was divided according to the latest criteria according to the specifics of their functioning. Also in the research process by the advertising mechanism, namely targeting and retargeting, which allows implementing a dual model of communication influence was reviewed. It is revealed that the nature of communication on the Internet has transformed from one channel of communication, through multichannel in omnichannel connection. This kind of interaction allows to achieve full and effective contact with a potential customer.

The perspective of further studies is development of the mechanism of implementation of the two-circuit model and the calculation of its economic efficiency. In general, the obtained results can be used in the practice of domestic enterprises to solve the management problems, to serve as a theoretical basis for further studies on the use of Internet technologies in marketing activities.

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