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**PRACTICAL RECOMMENDATIONS ON USE OF CONTEXT ADVERTISING,
 EMAIL-DELIVERY, MOBILE APPLICATIONS AND QR-CODES IN MARKETING
 COMMUNICATIONS**

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The article presents recommendations on the use of marketing tools on the Internet for tourist organizations. Shown contextual advertising in the network and basic services for its promotion in various search systems. In article describe the possible formats of banners for contextual advertising. The follow are gives methods for evaluating advertising communications using contextual advertising. Analyzed the possibilities of marketing communications via email. Considered a number of automated email-distribution services. Developed a formula for estimating the costs of communication via email, presented indicators for assessing the effectiveness of this method of marketing communications. Consider applications for mobile devices as a means of communication with clients Tourism Organization. Shown the main types of applications that can be used for tourism organizations. Developed a formula for estimating the costs and describes the key indicators for assessing the effectiveness of mobile applications. Qr codes are considered as a communication tool in the network, are the main options for their use. Developed a formula for estimating the costs of marketing communications via Qr codes.

Keywords: contextual advertising, email-distribution, mobile applications, Qr-codes, tourism, marketing.

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Google	Google AdWords	https://www.google.ru/adwords/
Mail.Ru	— Mail.Ru	https://sales.mail.ru
	-	https://reklama.rambler.ru/
	Begun	https://www.begun.ru/
	Nolix	https://nolix.ru/

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CTR (Click-Through Rate), « » [11].

$$CTR = \frac{t}{t} \times 100\% , \quad (1)$$

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Getresponse	https://www.getresponse.ru/
Mailerlite	https://www.mailerlite.com/ru/
Prostoemail	https://prostoemail.ru/
Unisender	https://www.unisender.com/
Mailigen	http://www.mailigen.ru/pricing
Sendsay	https://sendsay.ru/

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