

ECONOMICS
(specialty 08.00.05)

Tretyakova T.S. Buzz-marketing technology within the system of low-budget technologies of marketing communications

The article deals with the implementation of marketing communications activities through the use of buzz-marketing technology. Categorical selection of buzz-marketing as a technology of the low-budget marketing communications complex is justified, the nature of the rumor as a kind of informal communication is disclosed, the main features of the technology are identified. Particular attention is paid to the development of an algorithm of technology of the rumor and the allocation of the key factors of successful use of buzz-marketing technology as a component of low-budget marketing communications. An effectiveness of technologies under consideration by the example of "Office world KM" (Rostov-on-Don) is illustrated.

Key words: low-budget marketing communications, viral marketing, buzz-marketing, word-of-mouth, opinion leaders.

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March, 3, 2012
