

# Modern PR-technologies of Company Promotion

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## key words

guerrilla marketing, ambient media, sensory marketing, product placement, experiential marketing, viral marketing, influence marketing, AI marketing, digital advertising

Recently, there has been an increased interest to modern PR promotion technologies. Not only large, but also small companies began to realize the significant role of technological process development and the importance of communications in this context.

Companies try not only to take care of the quality of goods, price, but also to provide information that should win in comparison with competitors. In the article, we have examined the main modern PR-technologies of company promotion: guerrilla marketing, its basic techniques, specifics of ambient media, sensory marketing and its main types, product placement, experiential marketing, viral marketing, influence marketing, AI marketing. We have presented the results of a number of studies on the use of these methods of promotion in the marketing industry. We believe that the future of PR will be based on new business strategies, increasing the importance of artificial intelligence and other interactive communication tools. Communications will come to the fore, creative approach will change the business and take the industry to a new level.

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