

There are 595 private management companies registered in Ukraine that serve 122209.6 m² (27%), 14328 OSBB (Ob'ednannya spsvlasniksv bagatokvartirnogo budinku) that serve 73576/6 m² (17%). The monopoly of municipal management companies is kept. Owners of apartment buildings can not the choice of services executor due the lack of proposals in this market.

Management company established for the management, operation, sanitary and technical maintenance of apartment buildings under contract with the condominium.

After the adoption of the Law of Ukraine of 14.05.2015 number 417-VIII "On peculiarities of ownership in an apartment house" ("Pro osoblivost zd ysnennya prava vlasnost u bagatokvartirnomu budinku") much changed the rules of law "On Condominiums" "Pro ob'ednannya spsvlasniksv bagatokvartirnogo budinku". By decision of the owners of condominium all or part of the management functions can be delegated to the manager. The law sets that if within one year from the date of enactment of this Act condominiums, which are not created its own form of governance will be administered by local council (municipal) appointed manager.

During 2015-2016 a number of registered condominiums (OSBB) greatly increased and reached over 15 thousand.

Condominiums (OSBB) are simultaneously consolidated consumer (the representative of all co-owner) and consolidated performer (the representative of all contractors that provide maintenance and service). This greatly simplifies the end-user relationships with other market players.

Although the competitive environment in this market segment formed very slowly, and his condition is quite far from the market-oriented, we can talk about the formation of new area of marketing activity - marketing in housing maintenance.

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INTERACTIVE MARKETING

Key words: marketing, marketing communications, advertising, interactive market

The advertising market is constantly changing, so marketing has to change, too, and look for new approaches to the customers. Old methods of advertising give place to modern and more efficient ones.

Interactive marketing is customer affairs which imply the use of innovative methods and tools. Interactive marketing is based on modern technologies, using the Internet resources, SMS-games, SMS-chats, contest games and other related services.

Interactive marketing is carried out by means of interactive computer services that provide interactive services online. Connecting a buyer's computer with different services is provided by modems and telephone lines. There are two types of interactive marketing channels: commercial operational and information services and the Internet. Commercial operational and information services provide their subscribers with information and marketing services in a real time mode. After a period of stormy development in the mid-90s, the commercial operational and information services have started to feel the intense competition on the part of the Internet as the main channel of interactive marketing.

Interactive shopping via the Internet gives customers the following advantages:

1. Convenience - customers do not have to spend energy on shopping, walk about the endless shopping areas looking for right goods.
2. Access to comparative information about companies, competitors' products etc.
3. Minimization of time consumption.

Interactive Marketing also provides many benefits to manufacturers and distributors of products:

1. Proximity to the consumer is direct contacts with consumers that allow the more detailed study of their specific needs and desires, creation the appropriate database, immediate response to emerging needs.
2. Lower prices. "Digital marketers" do not need to run a common shop, i.e. they do not have to pay for rent, insurance and utilities.
3. Accessibility for both large companies and small traders (due to relatively small costs).
4. Flexibility is seen in enabling sellers to make appropriate adjustments in their activities.
5. The global nature of interactive marketing allows buyers and sellers around the world to find each other in just a few seconds.

Main tools of interactive marketing are:

- Search Engine Optimization;
- Social media on the Internet;
- Content Marketing;
- Mobile marketing;
- Electronic commerce.

The growing popularity of social networking and mobile phone capabilities enable the wider and more frequent implementation of interactive marketing. Amazon, National Geographic Channel, Marks and Spencer, Jack Daniels, Coca-Cola and many others are examples of successful implementation of interactive marketing.