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**MESSENGER APPS AS A TOOL
OF INTERNET MARKETING COMMUNICATION**

The article is dedicated to the results of research opportunities using messenger apps in marketing activities. The authors determine messenger apps as a new tool of Internet marketing communications.

The article defines concept of the messenger apps. The advantages of messenger apps compared to others tools of Internet-communication are substantiated. Analysis of the dynamics of the most popular instant messenger apps in the world is performed. Comparative analysis of the growth of messenger apps and social networks users in the world is accomplished. The features of using messenger apps by Ukrainian users are researched. The most popular messenger apps for different age groups and devices are defined. The article provides recommendations for a content that could be used for communication with customers in relevant messenger apps.

The article determines the main points of additional tools for working with messenger apps. The nature and place of bots in optimization customer service and possible benefits from their usage in communications policy are defined. Intelligent chat bots and bots that perform specified function are determined as the main types of bots in messenger apps. The authors describe the best practices of implementation of messenger bots by Ukrainian companies. Possibilities of using public-account as a tool of messenger app by companies with a small marketing budget are considered. Opportunity to develop stickers as an entertaining function of messenger apps is described.

As a result, the possibilities of using messenger apps as a new tool of online communication are summarized. The advantages of using this tool for both customer and companies are determined as a conclusion.

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