

**Igor Ponomarenko, Dovgopiat Vitaly**  
**OFFICIAL SITE AS A TOOL OF PR - COMPANY ACTIVITIES**

The state of the market in Ukraine requires companies to form demand for their products not only to establish constructive relationships with customers, dealers and suppliers, but to work closely with the public, ie to form a circle of interested potential consumers, disseminating positive information about themselves and correcting through the media. information opinion about events that are not beneficial to them or their product. Achieving this goal is possible with such a tool of marketing communications as public relations.

The article examines the use of the official website of the company's PR activities, identifies the main techniques used by companies to maximize the dissemination of information about the brand of their products in this environment.

Particular attention is paid to the formation of the official website of the company's PR activities, defining the essence and technologies of PR. The article reveals the essence of public relations activities, its tools of PR activities.

The modern actual technologies allowing to create official sites as means of PR are investigated, means of support of the official site and ways of the decision of the arising problems are considered.

The analysis of the marketing environment of the tour operator is carried out in the work, the events of public relations are substantiated, the modern tendencies of development of PR-communications at the enterprises, improvement of work of the site of the tour operator are formed.

**Keywords:** PR, public relations, public relations technologies, social communications, social communications market, publicity, advertising, market for goods or services, works performed, tourism PR.