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PECULIARITIES OF APPLICATION OF INTERNET PROMOTION TOOLS IN THE B2B MARKET

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Boiko N. O. Peculiarities of Application of Internet Promotion Tools in the B2B Market

The aim of the article is to determine the differences between Internet marketing in the B2C and B2B sectors, analysis of the most trendy tools of Internet marketing in the B2B sector in order to determine their effective impact on marketing activities and enterprises operating in the B2B market as a whole. It was reasonable to assume that Internet marketing tools are more adapted to the field of B2C. Many industrial companies have ignored the use of modern Internet promotion tools, thus losing market share and potential buyers, giving way to those who quickly adapt to new trends. However, when implementing methods and tools of Internet marketing, it is important to take into account the peculiarities of the sale of industrial products in the field of B2B. The article proposes methods and tools of Internet marketing, recommended for use taking into account the characteristics of industrial products and the sphere of B2B. The study highlighted the most promising and effective tools of Internet marketing in the B2B segment, and also argued that the effect of using these tools will use knowledge about customer needs and strengthen the company's position in the new competitive field of goods and services. It is concluded that previously it was considered that Internet marketing tools are the most adapted to the field of B2C. Many industry companies have ignored the use of modern online promotion tools. For the most part, the use of Internet marketing in B2B companies was complicated by the lack of relevant theoretical framework and practical recommendations. However, Internet marketing gives the opportunity to conduct successful activities on the Internet not only to companies in the field of B2C, but also to companies in the field of B2B, selling industrial products.

Keywords: internet marketing, internet marketing tools, B2B market, product promotion, industrial marketing.

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Boiko N. O. Особливості застосування інструментів інтернет-просування на B2B-ринку

Метою статті є визначення відмінностей інтернет-маркетингу у B2C- і B2B-секторах, аналіз найбільш трендових інструментів інтернет-маркетингу саме в секторі B2B з метою визначення їх ефективного впливу як на маркетингову діяльність, так і на діяльність підприємств, що діють на B2B-ринку у цілому. Було прийнятим вважати, що інструменти інтернет-маркетингу більш адаптовані під сферу B2C. Багато пред-

ставників промислових компаній ігнорували використання сучасних інструментів інтернет-просування, тим самим втрачаючи свою частку ринку та потенційних покупців, поступаючись їм тим, хто швидко адаптується до нових тенденцій. Але при впровадженні методів та інструментів інтернет-маркетингу важливо враховувати особливості реалізації промислової продукції у сфері B2B. У статті запропоновано методи та інструменти інтернет-маркетингу, рекомендовані для використання з урахуванням особливостей промислової продукції та сфери B2B. У результаті дослідження було виділено найбільш перспективні та дієві інструменти інтернет-маркетингу в B2B-сегменті, а також обґрунтовано, що ефект від використання цих інструментів дозволить використовувати знання про потреби клієнтів і підсилити позиції підприємства на новому конкурентному полі товарів і послуг. Зроблено висновок, що раніше було прийнято вважати, що інструменти інтернет-маркетингу найбільш адаптовані під сферу B2C. Багато представників промислових компаній ігнорували використання сучасних інструментів інтернет-просування. Здебільшого використання інтернет-маркетингу в компанії сфери B2B було ускладнене відсутністю актуальної теоретичної бази та практичних рекомендацій. Але інтернет-маркетинг дає можливість вести успішну діяльність в Інтернеті не тільки компаніям зі сфери B2C, а й компаніям сфери B2B, які реалізують продукцію промислового призначення.

Ключові слова: інтернет-маркетинг, інструменти інтернет-маркетингу, ринок B2B, просування продукції, промисловий маркетинг.

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The Internet offers unique benefits that no other marketing tool can offer: coverage, personalized offerings, and the ability to build long-term customer relationships. That is, the methods and tools of network marketing can achieve such goals.

About 20 years ago, economist Uspensky I. V. introduced the term Internet marketing to denote the theory and methods of marketing in the hypermedia environment of the Internet. Globally, this definition remains relevant [15]. Theoretical and practical foundations of Internet marketing are reflected in the works of domestic and foreign authors, including F. Kotler, I. Mann, V. Uspensky, F. Virin, N. Androsov, A. Gavrikov, A. Yurasov, D. Ryan. L. Danchenok, J. Falls, E. Deckers, and others.

But at the same time, unlike other branches of marketing, in the scientific literature of Internet marketing is given insufficient attention. As this field is actively developing and existing tools are being replaced by new technological developments, blogging, articles and research by modern professionals and practitioners should be considered when considering Internet marketing.

The aim of the article is to determine the differences between Internet marketing in the B2C and B2B sectors, analysis of the most trendy tools of Internet marketing in the B2B sector in order to determine their effective impact on marketing activities and enterprises operating in the B2B market as a whole.

According to the McKinsey Global Institute (MGI), the number of production operations that can be automated in the next 20 years will exceed 50%, which is comparable to the industrial revolution of 18–19 centuries. Therefore, Ukrainian companies have unique opportunities in the process of digital transformation to realize their potential and gain an important position in the global market.

However, it is not necessary to change all business processes at once, first look at the trend of digitalization

of the industry and the market. Today, the consumer sector (B2C) is more vulnerable to digital technologies than the industrial sector (B2B). Measures should be designed according to the situation in the industry and the nature of the actions taken by the company. For example, for industries that have not yet been fully affected by digitalization, some feature-oriented measures (typical of the oil and gas and chemical industries) are sufficient.

When moving to a digital transformation model, companies must first evaluate the overall business model as a key element of the value chain, focusing on product development, logistics chain and marketing.

Digitization has completely changed the way we interact with customers, not just when working with end users. Changes in B2B space are often similar to the B2C model. Customer interaction is not the only aspect of change. Today, the corporate sector is increasingly repeating the consumer sector. Digitalisation has helped to expand the business models of many industrial enterprises, which increasingly include end users who are interested in using the end users of their products and create services to improve ease of use and productivity. This is how the B2B2C model is formed [9].

Conflicts between classic and new channels are becoming more frequent due to the widespread use of digital technologies. There have also been some changes in the marketing activities of enterprises, and the development and widespread use of information technology has contributed to the introduction of new tools in advertising policy.

Internet marketers need to focus on five stages of the consumer path: awareness of the need, gathering information about the product, the buying process, the user experience stage, the trigger stage, and the loyalty cycle stage. All these are very important steps for B2B companies to find an audience with unstructured needs,

build long-term relationships with consumers, get feedback from them and form a "loyalty loop" and a system of recommendations for other customers [2].

One of the most important tasks of network marketing is to increase the economic efficiency of enterprises. When it comes to traditional marketing, small businesses with limited budgets find it difficult to compete with large companies for advertising space. However, with the popularity of Internet marketing, small businesses can achieve better results with a small marketing budget [1].

If we say that the methods and tools of Internet marketing are used to promote industrial products on the B2B market, we can say that this topic is insufficiently studied. Author of many fundamental works on the theory and practice of industrial marketing, such as Webster F., Simon G., Pichurin I., Kotler F. and others. The possibilities of Internet marketing tools for industrial enterprises are not fully disclosed, but instead focused and focused on traditional marketing.

But the world is on the verge of the vast majority of companies switching to the Internet. The world situation also seems to be contributing to this. It is difficult for companies that do not realize or see the use of Internet promotion tools in their marketing campaigns to work in 2020 during the pandemic and its aftermath. This situation shows that many companies have weaknesses in the organization of events, especially encouraging companies to experiment and introduce new methods and tools to promote their products.

Unless there are special restrictions on the use of Internet marketing tools for B2C companies and products designed to meet the needs of end users, they may not apply in all directions for the B2B space. This is due to the specifics of industrial products and the specifics of the B2B market.

The transaction cycle in the B2B market is longer and more complex than the process of buying a B2C, which should be considered when choosing a promotion tool. Similarly, decisions are made not by one person, but by several, for example, the board of directors.

This complexity of decision-making has implications for the B2B industry. The target audience of B2B-communications is amorphous, consisting of a constantly changing group of people with different interests and motivations. Buyers are looking for a profitable financial deal. Production managers strive to ensure high productivity. Healthcare managers want to be at low risk. And these are just their simplest functional requirements. Everyone is a participant in the discussion of the agreement, which also makes objective or subjective assessments in decision-making, which may affect the final choice of goods and suppliers [13].

However, buyers in the B2B space are still more rational. To some extent, the company's work is facilitated by the fact that B2B buyers are relatively rational, because

all you need is to design and manufacture quality, interesting products and deliver them on time and at a reasonable price.

However, to say that these factors are important to B2B buyers is not entirely true. Trust and security are key criteria. No B2B buyer wants to risk their organization or reputation by buying unreliable products and services. This makes emotional issues such as trust and security critical. This, in turn, pays great attention to brand, reputation, case studies and other factors that convey reliability and consistency throughout the life cycle of the purchased product or service [4]. Methods and tools for promoting B2B products should be chosen based on these key business characteristics and purchasing decisions.

The main ways to promote industrial products and business in the B2B market are:

- ✦ content marketing;
- ✦ search engine optimization (SEO) and search engine promotion;
- ✦ contextual advertising;
- ✦ e-mail marketing;
- ✦ PR on the Internet.

The table developed by the authors (*Tbl. 1*) provides these methods, analyzes the tools and their tasks, as well as determines the priority of their use among companies in the B2B market.

Therefore, according to the author, the main and initial tool for promoting an industrial product or business in the B2B market is a website. It was from him that the work of promoting industrial products or companies on the Internet began.

The choice of website format depends on the goals and objectives of the company. The main formats for industrial business are: corporate website, business card site and landing page.

Some companies have several sites for different tasks. The company may have a company website designed to inform about the company, products, etc., for example, a landing page designed to collect contact information of the audience and its processing [5].

Next, the set of contextual advertising tools is a priority. Since user demand for industrial products almost does not arise spontaneously after the display of advertising, such as targeted advertising, it is advisable to require advertising directly to its target audience.

PR of industrial companies on the Internet should focus on the company's reputation and confirm its reliability. This is why industrial companies are not recommended to use viral marketing tools, as it can have the opposite effect.

The author believes that ways to promote the Internet, such as SMM (social networks), media advertising, viral marketing and influencer marketing (a way to promote goods and services through thought leaders) are not suitable for promoting industrial products. This conclusion is based on the characteristics of industrial

Table 1

An overview of the main tools and methods of industrial promotion products and enterprises in the B2B market

Priority for use in companies	Methods	Tools	Tasks that solve methods and tools of Internet marketing
1	Contextual advertising	1. Corporate site. 2. Landing page. 3. Google Adwords. 4. B2Bcontext. 5. Google Adsense. 6. Open Web Analytics. 7. Contextual Display Network on Google. 8. Google Analytics	– Increasing the advertising competitiveness of the company; – attracting potential customers to carry out targeted actions; – collection of data on potential customers for further processing – information about users: their geography, age, browsers, OS, etc., data on login and exit pages, traffic sources, search queries, achievement of goals; – e-commerce analysis: revenue, transactions, conversions, etc.
2	Search Engine Optimization (SEO)	1. Corporate site. 2. Comprehensive site analysis. 3. Conversion chains. 4. Design and usability site. 5. Analysis of key performance indicators in marketing areas. 6. Semantic core. 7. Tags. 8. Image optimization. 9. Increasing the reference mass	– Informing about enterprises and products; – informing about the activities and projects of the company; – attraction of potential customers to the site; – receipt of applications; – site promotion in the search engine; – receiving organic traffic; – site monitoring and maintenance; – quick elimination of identified problems on the site; – expanding the list of key phrases and words or changing it
3	Content marketing	1. Thematic articles. 2. Reviews. 3. Guides. 4. Research. 5. Infographics. 6. Photo and video content	– Acquaintance of the audience with the brand; – formation of an expert image; – informing about the product, its technical characteristics, advantages; – removal of objections
4	PR in Internet	1. Publications about companies. 2. Corporate blog. 3. Press conferences. 4. Socially significant projects and activities. 5. Online reputation management	– Formation of a positive image of the company; – increase the loyalty of potential customers; – collection of information about possible orders; – tracking consumer feedback
5	E-mail-marketing	1. Transaction letters. 2. Information letters	– Sending personal suggestions/information; – sending commercial sentences; – informing about special offers, product updates

products and the peculiarities of the B2B market, namely: complex product technology, high cost and long cycle of purchasing decisions.

A successful active advertising campaign on the Internet involves the use of Internet marketing tools in combination with the characteristics of the product and the end user. Many methods and tools are interdependent and overlap [6].

It can be concluded that network marketing tools were previously considered the most suitable for B2C. Companies in many industries do not notice the use of modern tools to promote the Internet. In most cases, the use of Internet marketing by B2B companies is compli-

cated by the lack of appropriate theoretical foundations and practical advice. But in reality, Internet marketing not only enables B2C companies to operate successfully on the Internet, but also enables B2B companies to sell industrial products. ■

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