

Шатохин Дмитрий Сергеевич

студент

Данков Максим Константинович

студент

ФГБОУ ВО «Российский экономический

университет им. Г.В. Плеханова»

г. Москва

INTERNET ADVERTISING AND PROMOTION OF B2B PROJECTS

***Аннотация:** интернет-реклама стремительно развивается в России в течение последних 5–10 лет. Наиболее активно используют рекламу компании, производящие и поставляющие товары конечному потребителю. В данной статье исследована необходимость продвижения проектов B2B онлайн.*

***Ключевые слова:** проект B2B, интернет-реклама, интернет-маркетинг, веб-сайт, контекстная реклама, рекламная рассылка.*

***Abstract:** internet advertising in Russia has been developing rapidly in past 5–10 years. The most active in advertising are the companies that produce and sell goods to the end user. This article explores if there is a need to promote B2B projects online.*

***Keywords:** B2B project, Internet advertising, Internet marketing, website, contextual advertising, e-mail marketing.*

B2B («business to business») is a system of commercial relations organizations as subjects. The purpose of these relations is to establish partnerships, find suppliers, and establish a sales market. Nowadays, Internet marketing opens more and more opportunities for cost effective and efficient promotion of goods and services in B2B market. As for now, digital marketing in this sphere of business becomes a separate type of marketing and becomes more and more popular every day.

Online marketing is an important communication channel that many companies use to establish B2B relationships. In order to determine which channel to use to promote B2B projects, the objectives of the marketing campaign must be clearly set. Correctly set goals are the key to success, based on which promotion activities can be planned. There are many ways how to promote B2B projects through the Internet. The choice of methods, their number and combinations of methods depends on the particular case. Wide range of opportunities are available on the Internet to promote a B2B site including many different tools, such as:

1. Search engine marketing.
2. Search engine optimization.
3. Hidden marketing.
4. E-mail marketing.
5. Tools within the site.
6. Viral marketing.

Search engine marketing or contextual advertising is one of the most popular types of advertising. It looks like is an advertising banner or a text ad on a search engine site or partner sites of a search engine. It is located immediately under the header of the search or on the sides of the site or at the very bottom of the web page. Advertising is called contextual, since advertising banners are placed on pages of sites that have a context (content) thematically similar to an advertising banner. Since a certain target audience visits the page, interested people will also see contextual advertising.

Among the most effective tools for contextual advertising are, first of all, such services as Google AdWords and Yandex Direct, which generate over 90% of search queries on Russian market. In case the product is in demand and B2B project is already being searched in Yandex or Google, then contextual advertising will be very effective. If the product is new for a market, there is a need to think about potential keywords and search queries that customers can type in into the search line. For instance, if the client does not know the meaning of the word «video-linker», then the phrase «video presentation on the site», «talking site», «live site», etc. can be used.

In case the company do not have enough money for wide promotion campaign, it can reduce the cost of search engine promotion by special targeting based on consumer's interests, demographical and geographical data. Such case can be a solution for a company that presenting its goods is in the Far East, thus the website will be promoted only to the users of the Far East and there will not be a need to pay for the promotion in other regions.

Search engine optimization. Every day many people use different search tools to find answers to their questions. Similarly, companies are looking for information about potential partners, service providers and suppliers of goods. Search engine optimization should be perceived as one of the way to reach the sites of desired positions in the search engines under certain queries. Leading search engines are quite the same as in contextual advertising – the international Google system and the Russian-speaking Yandex. Nevertheless, there are also couple of services that can help with search engine optimization:

- 1) Mainlink – the exchange of links with automatic selection of anchors;
- 2) MegaIndex – a tool aimed at the complex automated promotion of sites;
- 3) WebEffector – automatic promotion system (personal SEO-consultant and optimizer among paid services);
- 4) Miralinks is a promotion by articles (including perpetual links).

Search engines approve not all these services, so these are needed to be used carefully.

E-mail marketing. Another popular method for promoting B2B services is e-mail marketing, which is connected with distributing emails with advertising information to the existing customer base. The main difference from spam offers is that the user subscribes to the mailing by oneself and can unsubscribe at any time with a single key-stroke. This fact excludes the negative reaction that spam causes. Main feature of e-mail marketing in B2B is its content component, when the mailing is directed to the person that makes the decision. Addressee is informed about last news about the service, special tools for using it and advices. Hence, companies can not only provide customers with new offers, but also rise loyalty of existing customers.

A. Komarova gives the following advice for the promotion of B2B projects through e-mail marketing: «The commercial proposal should be short and specific, not more than one screen, but it should explain clearly to the client why he should work with you. Do not forget that the client needs a «fish», and not a «fishing rod and instructions for catching fish». Show him the simplicity of application and the scale of the result of your services or goods. Pay special attention to the subject of the letter. Remember that short headlines always work better than long ones. Use the numbers in the subject line. These call-to-action headers are usually the most effective part of the letter. Use question marks for headlines, they can also create good interest of a potential client. Do not use slang and abstruse words. Do not apply to the full offer of a price list, for enticing can only indicate a few examples of the most «delicious» prices. After sending the letter, call the client and find out about the receipt, in which case he is more likely to be interested in your letter and find it among the blockages of the same type of advertising offers» [2].

Hidden marketing is a set of non-promotional activities aimed at creating a positive image of a brand, product, service or company. The abundance of advertising messages has led to the fact that the audience perceives the advertisement weakly, filtering it out as «noise», while more and more credibility is provided by reviews from real users of a particular product or service.

The Internet has become one of the most powerful tools for obtaining information. Increasingly, before buying, potential customers pre-examine the feedback and opinions they find on independent resources – communities and forums. Within the framework of the hidden marketing program, on behalf of authoritative and engaged characters, there are published messages about the brand, goods, services and companies that the audience perceives as independent feedback from ordinary users. In managed discussions, negative attitudes towards brands are corrected, positive information about products and services is spreading, and new products are appearing on the market. Forums and social networks are the optimal environment for publishing positive feedback for several reasons. Communities and forums unite people by interests, territorial affiliation and other criteria that can be used to target the target audience segment. The

choice of sites with high activity allows causing a wide resonance with the public. Forums and blogs as a result of frequent and constant updates are well indexed by search engines and guarantee the detection of posts when searching for reviews of promoted companies, products and brands.

Tools inside the site are special services, posted on the website, which helps to keep the visitor, collect his contacts and wallets, and make an individual and profitable offer to him. There are different types of such tools:

- online consultant (LiveTex, JivoSite, RedHelper);
- form of subscription to news;
- «Send a request» or «Call back» form;
- widgets (smart banners, smart boxes, hello bar, etc.).

Widget is interactive and appears on the site depending on the user's actions. Smart box (or pop-up window) and hello bar can contain the form of collecting contacts about the visitors or the information about promotions and special offers. Due to its novelty and originality, widgets allows you to manage the actions of a visitor on the website and to provide him useful information that can motivate him to use the services of the advertised company or purchase interested products.

Viral marketing. This type of advertising allows not only to interact with the consumer, but also to motivate him to send this advertisement to his friends, colleagues, acquaintances. This type of advertising is rarely used in B2B, although it can be even more effective than other types of advertising due to its organic popularity.

Depending on the complexity of the product and the specificity of the audience, it is necessary to choose a set of measures for promotion. It is important not to be limited in the number of promotion channels. Methods should be inventive and complex, so that the potential customer can find the proposal interesting for oneself. It is also necessary to use external websites, which are ready to support overall communication strategy: branch sites, trading systems, specialized sites, sites for communities of employees in the industry, forums, etc. Moreover, it is necessary to use direct marketing, to send useful materials, useful links, to build mutually beneficial partnership relations through this type of communication. Another big channel for B2B market

search engine optimization and marketing. For sure, non-standard ways of attracting the right audience, such as viral campaigns should be considered.

Summing up, there are many ways to promote B2B projects as well as B2C project. The main difference between these is the communication, which you broadcast to your customer, because B2B clients are mostly focused on the final result, while B2C consumers are also interested in the process. The main challenge for a business is to formulate the goal clearly and develop a set of measures to achieve it.

References

1. Bleikhman O. Features of marketing on the B2B market / O. Bleikhman, V. Pantyukhin // Marketing and marketing research. – 2011. – №1.

2. Komarova A. TOP-5 ways to find customers in the B2B market / A. Komarova. – 2013.

3. Kotler F. Brand management in the B2B: Per. With the English / F. Kotler, V. Pfercz. – M: Vershina, 2012.

4. Molchanova E. Internet for promotion. How to get benefit in the B2B market / E. Molchanova // Business-lady. – 2014.

5. Association of Tour Operators [Electronic resource]. – Access mode: <http://www.atorus.ru>

6. B2Blogger.com – online press release distribution service [Electronic resource]. – Access mode: <http://b2blogger.com>

7. Chaschina A. Secrets of B2B marketing on the Internet [Electronic resource]. – Access mode: <http://www.cossa.ru/articles/155/56425>

8. WEB2WIN – Internet marketing [Electronic resource]. – Access mode: <http://www.web2win.ru>