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MAIN ASPECTS OF USE MARKETING ON THE «B2B» MARKET**Alla Humeniuk***PhD in Economics, Associate Professor,**ORCID : 0000-0003-4333-0478***Olena Garmatiuk***Senior Lecturer,**ORCID : 0000-0002-2589-3269**Uman State Pedagogical University named after**Pavlo Tychyna, Uman, Sadova, 2, 20300*

Abstract. Features of the «B2B» market «dictate» their conditions of use of marketing tools. Orientation to the client, technical complexity of the product, interdependence of the buyer and the seller - all this makes the use of marketing tools specific. The article defines that the B2B market is a special business environment, this situation is connected with the fact that the mechanism of decision making on the B2B market is considered rational. The expediency of using B2B marketing in the business practice of domestic industrial enterprises is revealed, which is caused by the urgent need for effective development in the new conditions of globalization, increased competition, acceleration of scientific and technical progress, changes in the requirements and behavior of consumer organizations, a decrease in the effectiveness of traditional marketing approaches, and an increase in expectations from the side of society regarding ensuring the qualitative impact of business entities on the economic stability of the state in general. It has been studied that B2B marketing is an effective tool for organizing the management of enterprises, organizations and institutions operating in industrial markets. Because the industrial market is the most important component of the economy of any country, there is a need and importance of its research and practical application based on an understanding of the main methods and principles of B2B marketing.

Keywords: B2B sector, B2B market, promotion, industrial enterprises, B2B marketing system, marketing tools.

Intraduction.

In the conditions of today's competition in the B2B market, when consumers have unlimited choice, that is, they have a large amount of information and clear requirements for products, manufacturers are forced to make additional efforts to make their products better on the market and different from competitors. It is generally accepted that brands influence mainly buyers of the B2C market, and the B2B sphere is characterized by a formalized style of decision-making, in which consumers are considered rational, using objective criteria during the purchase. But in recent years, the rationality of the B2B purchase decision-making process has increasingly been questioned. In particular, there is a significant amount of research emphasizing the role of emotional components and confirming the important role of marketing in the B2B market. Therefore, in conditions of fierce price competition, rapid imitation of goods and services by competitors, when the market is filled with similar offers, it is marketing that is able to endow them with an individual set of qualities. The main task of market mechanisms and marketing tools in the presented market is to ensure a more flexible and efficient development of value chains. If marketing does not work well, the competitiveness of individual companies, the chains they form, and the entire economy is reduced. Therefore, in the current



conditions, the importance of B2B marketing, the use of methods created to solve marketing problems, is growing rapidly.

The aim purpose of the article is scientific substantiation of the relevance of active implementation of B2B marketing at enterprises.

Results.

In the most general terms, the B2B market in business refers to the product market and is aimed at legal entities. B2B is a special business environment where, until recently, most companies did not pay attention to marketing, because they did not want to invest their money in it because they considered it unnecessary financial expenses. Probably, this situation is related to the fact that the mechanism of making a purchase decision in the B2B market is considered rational. Therefore, this process is quite formalized: companies have special departments or procurement management centers, whose employees have access to objective sources of information. As a result, businesses have less influence on purchase decisions than, for example, the functional benefits of products. B2B markets are distinctly different from those markets that work directly with consumers. Also, the buying cycle is usually longer, the requirements are better defined, more people are involved, and the stakes are usually higher. But in reality, there is a difference between a rational and a functional purchase. Transactions in the B2B market, as a rule, require considered decisions and are considered purchases. The main requirement is the fulfillment of functional requirements. But there are also elements of a higher order on the market. Factors such as competitive pricing, shipping and technical support drive sales and influence customer decision making. These are higher-order factors that contribute to influencing positive decision-making regarding the purchase of goods, and for competitors, these are already obstacles. If the company conducts business easily, casually and responsibly, then customers feel it [1]. This makes their work more efficient and predictable. They see the company as a business partner and an ally in the struggle. Company personnel should have broader competencies than their direct job duties. By offering its customers new insights and ideas, the company will gain another competitive advantage. The enterprise will become something more than a trading partner for customers. This is the power of marketing.

The expediency of using B2B marketing in the business practice of domestic industrial enterprises is determined by the urgent need for effective development in the new conditions of globalization, increased competition, acceleration of scientific and technical progress, changes in the requirements and behavior of consumer organizations, a decrease in the effectiveness of traditional marketing approaches, and growing expectations from society regarding ensuring the qualitative impact of business entities on the economic stability of the state in general [1].

B2B marketing is the sale of goods and services to industrial and institutional customers, that is, the process of business-to-business interaction, the result of which is the sale of goods from one company to another. These include state institutions, industrial enterprises, enterprises serving the communal sphere, educational and medical institutions, wholesale and retail trade organizations.

Today, it is appropriate to say that B2B marketing is considered an effective tool for organizing the management of enterprises, organizations and institutions



operating in industrial markets. Because the industrial market is the most important component of the economy of any country, there is a need and importance of its research and practical application based on an understanding of the main methods and principles of B2B marketing.

B2B marketing. B2B (considered as a type of economic business activity in the field of material production and industrial marketing services) is aimed at meeting the needs of industrial enterprises, institutions and organizations in raw materials, materials, component products, equipment, services, etc. through exchange processes on industrial markets, and also to increase the efficiency of the production and sale of industrial goods by studying and satisfying the demand for industrial products and customer service. Therefore, the need to use B2B marketing by industrial enterprises is due to the need to ensure effective development in the new conditions of globalization, increased competition, acceleration of scientific and technical progress, changes in the requirements and behavior of consumer organizations, a decrease in the effectiveness of traditional marketing approaches, and an increase in society's expectations regarding the influence of each subject on the general economic development of the state.

It is advisable to consider B2B marketing as an activity in the field of the market for industrial and technical products, aimed at promoting goods and business services from enterprises that produce them to those organizations and institutions that purchase them for further use in production or resale. The main subject of B2B marketing is the set of relationships between various market participants that arise as a result of business activity, that is, sales and purchase relations. Then the object of B2B marketing is the industrial market, and its subjects are manufacturers, intermediaries, banks, state bodies, agents, brokers and service firms that officially operate in this market, enter into business relations and carry out their own activities within the limits, that are provided by the statutes of the companies themselves and the current legislation, in order to obtain the desired effect, traditionally associated with the profit of marketing as B2B covers a complete set of business relationships between various business entities that are carried out within the boundaries of the industry or territory.

The basic principles of industrial marketing as an effective direction of management in modern conditions include:

- free choice by market subjects of their own purpose of functioning and development strategy;
- adaptation to the changing requirements of potential consumer organizations;
- purposeful influence on the demand of various categories of customers for its proper formation;
- flexibility in achieving set goals and quick adaptation to changing environmental conditions;
- an approach to solving some problems, as well as determining the purpose of the activity, taking into account the available resources and capabilities of the enterprise.

The main tasks of B2B marketing are the identification of existing and the formation of potential demand for industrial products and services; the organization



of research and development, i.e. for the creation of new or modification of mastered industrial products; planning and implementation of production, sales and financial policies of enterprises; development and implementation of the marketing policy of prices for industrial products and services; ensuring the distribution and movement of goods within industrial markets; creation of an effective system of marketing communications; analysis and control of the results of marketing activities as a whole.

Odnym iz napryamom poshuku kliyentiv, peretvorenniya potentsiynykh pokuptsiv u real'nykh ye pobudova systemy B2B-marketynhu. Systema B2B-marketynhu – tse kompleksnyy proekt, zavdannya yakoho – nalashtuvaty systemu otrymannya vkhidnykh zapytiv vid zatsikavlenykh potentsiynykh kliyentiv, skorotyty tsykl prodazhu i znyzyty zalezhnist' biznesu vid menedzheriv z prodazhu. Pobudova systemy B2B-marketynhu vklyuchaye taki etapy:

- 1) analiz uspishnoho prodazhu – dlya ts'oho neobkhidno zustritysya z potentsiynymy pokuptsyamy, vyslukhaty ta zapysaty vsi zaperechennya na kozhnomu etapi;
- 2) rozrobka voronky prodazhiv;
- 3) rozpodil zibranykh zaperechen' po etapakh voronky;
- 4) opratsyuvannya zaperechen' u pys'movomu vyhlyadi;
- 5) pidbir marketynhovykh instrumentiv dlya kozhnoho etapu voronky;
- 6) zistavlennya zaperechen' konkretnym marketynhovym materialam;
- 7) pidhotovka marketynhovykh materialiv;
- 8) navchannya menedzheriv roboty za novoyu skhemoyu i z novymy materialamy;
- 9) analiz efektyvnosti [3].

Marketing on the B2B market can attract (attract) new customers and have a demand for your product, that is, there will be activity for current customers, so this is:

- will increase brand recognition;
- strengthen digital presence by creating brand content;
- will strengthen the competitive advantage of your product and the competitiveness of the firm in the market.

Marketing activity determines the tools of promotion in the B2B market:

1. Personal meetings at exhibitions, mailings with useful information, and the reputation of a market expert form trusting relationships with clients.

2. The new principles of cooperation require careful profiling of customers and the offer of personalized conditions.

3. Quality service implies 24/7 support and a call center, always ready to help and quickly solve all the client's problems.

3. The limited number of shoppers means that abandoned carts require special attention. When there are few buyers, you need to concentrate more effort on each of them, especially on those who never made a purchase.

4. Promotions and discounts in B2B are more effective in stimulating sales: even a small wholesale discount makes a significant difference in the final cost.

5. The development and improvement of digital technologies dictate new priorities in the development of the wholesale business, which determine the trend



directions in the Internet marketing strategy of the b2b market.

Висновки.

B2B marketing is quite popular nowadays, although some entrepreneurs do not want to use it, because it is not cheap, but with the help of this B2B can find out what consumers like, study the market of products and competitors and do even better than them, using some types of advertising (promoting and thus promoting the type of one's products, one's business, etc.). That is, this type of marketing is aimed at qualitatively meeting the needs of corporate clients, improving the efficiency of relations in industrial markets and optimizing social transformations in general. B2B marketing ensures the implementation of strategic tasks regarding the effective management of marketing policy at all levels of management. Therefore, the effective implementation of marketing based on modern technologies in B2B markets will lead to the expansion of companies' markets, increased competitiveness and increased profits.

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