



A Study on Influence of Online Marketing Strategies on the Sales Success of B2B Companies.

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ABSTRACT:

Digital marketing is changing the way companies sell their products. Managers of B2B companies are looking for answers on how to deploy digital marketing strategies to increase their sales' success. The most suitable online promotion techniques with regard to B2B are only sporadically researched segment, therefore, this work should provide another perspective on the given topic. The theoretical part aims to understand digital marketing, sales success and B2B specifics. The second part focuses on the following research questions: (1) How online usage works for marketing strategies and affect the success of B2B companies? (2) What are the main objectives, companies should strive to achieve to ensure success? (3) What are key online marketing strategies to achieve goals that lead to success? (4) What can be the appropriate use of online marketing to ensure success of B2B companies? A mixture of exploratory and qualitative approach was used. To address research questions varied form of methodologies to seek an explanation of key concepts, a review of relevant literature and to obtain empirical data from interviews is solicited. The analysis is based on semi-structured interviews with decision-makers in marketing agencies, marketing experts, B2B marketing strategists and senior business managers in the geographical areas of Uttarakhand in India. The key benefits of the work can be summarized in the following facts: (1) a strong majority agree that digital marketing positively affects the success of B2B companies, (2) recommendations that marketing positively affects the revenue of B2B companies, (3) revenue generation and customer value is the most important company goals, (4) a good company website, social media and SEO are essential, (5) the largest part of the budget is allocated to digital advertising, (6) websites are the most important sales factor and (7) content marketing is one of the highest priorities.

Keywords: Online marketing, B2B companies, Digital Marketing

Introduction:

This research aims to understand how companies should implement digital marketing strategies to increase their sales success. The emphasis is on B2B companies, all of which must consider the following questions: How to deploy digital marketing strategies most effectively? How to build a strong brand with the help of the digital environment? How to create value? If marketers are trying to create new customer needs, what is the added value of digital marketing in this process? Why is B2B lagging behind B2C? Why do some fail? Is there is a trajectory? In order to answer these general questions, the topics of digital marketing, sales' success and the B2B aspects need to be emphasized. Marketing is an integral part of the business ecosystem. Since the complexity of marketing is broad, the digital aspect is placed at the forefront. Note that the terms "digital marketing" or "online marketing" are used interchangeably without being any different in meaning. This introductory chapter provides a summary of the study, specifically the context work, research intentions and goals, methodological approach and structural work overview.

Kotler and Armstrong (2018) define marketing as the activity of "engaging customers and managing profitable customer relationships." A strategy of close alignment between buyers' needs and providers' offerings have not changed much during the buying processes in the early stages. However, progress has always been evolutionary and has had an impact on marketing as a whole, how value is created for customers, and how return on investment is realized. Keegan and Green (2016) see the first most fundamental change in the emergence of global markets. Technology and the internet have simply enhanced the activities even further. However there are two process stages in the marketing supply chain that have not changed and that should never miss: (a) good research on initiatives, customer wants and needs, and (b) thorough planning of marketing activities. Mathieson (2010) adds that the goal is to maximize benefits for all parties, and this is best done through innovation, not duplication. Many companies are already aware of it. The fact that every \$6 spent on marketing in 2018 is equal to the departments investing in innovation has been demonstrated by Gartner.

Digital marketing versus traditional marketing

What is the added value of digital marketing if marketers want to satisfy new client needs? A small audience can be reached via traditional marketing using print products, which can also serve a global market and are rarely specifically targeted. Additionally, it prevents changes after printing and delays communication between the vendor and the customer. Beginning with segmentation and targeting, brand positioning and differentiation, the 4P principle,

and the goal of value-creating services or products, this marketing strategy. On the other side, digital marketing describes the strategies used to connect with customers online.

A better definition of "promotion through digital technologies" could be preferable, according to et al. al (2015), who claim that the word also applies to promotion on social networks, mobile phones, display advertising, and search engine marketing. Thirty years ago, the first attempts to sell goods online were made, along with the digital, first electronic, marketing phenomenon and the digitally empowered consumer (Minculete).

& Olar, 2018). In order to successfully manage a portfolio of profitable offerings, businesses must now alter their marketing strategies in response to digital disruption (Oracle, 2018). According to Charlesworth (2018), there is only one component of the promotional mix that is digital. On the other hand, boiler, Kartajaya, and Setiawan (2017) contend that "the two should coexist with exchanging

Conversely, claim that "the two should coexist with exchanging roles across the customer journey" as depicted in Figure 2 below. Figure 2 also compares the two varieties of marketing. While pointing out the differences in strategies, authors see that both traditional and digital marketing have the same objective, which is to draw in new customers and enhance the brand's reputation.

Research aims and objectives:

The author works for a young technology company that develops and manufactures hardware and software. Software for access control, a narrow technical area of security and access systems Management system. The company belongs to the B2B sector and currently sells part of it in the European Union.

Additionally, the American and UAE markets. There is still room for growth in the future, particularly if: This company's goods are technologically advanced and integrated with the field of information technology. Therefore, presenting the value of the product convincingly is the primary responsibility of the marketing and sales division. Brand research and trust are requirements for new B2B partners. I sell after going into detail. There was no misuse of sales and marketing techniques in this specific instance. Make the most of its potential. The business works to find new B2B partners globally. It is an environmentally friendly product even if it is a luxury product line.

Methodology:

This chapter presents used methodology and instruments. The explanation of the data analysis approach, challenges and main issues are presented as well. In preparation for defining our methodology, different research methods were reviewed (Malhotra & Peterson, 2006; McCracken, 1988; Caeyers et al., 2010). The chosen research design is a combination of using both qualitative and quantitative methods which is typical for social sciences and marketing research (Golder, 2000). McCracken (1988) believes that in qualitative research generalizability and extensiveness is not the focus, but the goal is rather to be more intensive and gain access to cultural categories and assumptions. Malhotra and Peterson (2001) also state that qualitative methods are used when all endeavours are directed into problem understanding.

Interview Population Sampling

At the beginning, twenty objectives from a focus group of decision-making agencies, senior marketing executives, B2B marketing strategists, and business managers in the geographic region Slovenia and Austria. The main target segments were B2B or B2B and B2C, whereas the B2C segment would be interesting because of the comparison and the fact that B2C is often known to outperform B2B in digital marketing. Targeted companies should generate a turnover of around 3 million euros. Interviewees can be either top management, senior or middle management. Contacts were either personal, received through recommendations or Google searches. A personally addressed interview invitation has been sent by email or as a LinkedIn message. There were 11 access experts interview and interest in cooperation. McCracken's idea (1988) that there are eight respondents sufficient to understand the logic of the culture was taken as a guide for the number of samples with some reserve in mind. Three of the interviewees work for agencies, of which eight work for private companies companies. The following sectors or industries were covered: technology, marketing, finance and banking sector, manufacturing, telecom, pharmaceutical, tourism, FMCG, ie it provides insight into a research topic that is unaffected by the domain.

Data Gathering Technique:

Data gathering is a technique of collecting and evaluating analysing measures of the variables in a structured way that helps one to answer specified testing questions, test theories and analyse findings (Kabir, 2016).

Interviewing includes answering questions and obtaining responses from the research participants. Interviews can be either individual, face-to - face interviews or group faceto - face interviews. (Kabir, 2016). Interviews can be conducted either in person, via telephone or using various apps like Zoom, Skype, WhatsApp, etc. Interviews can be structured, semi-structured or unstructured. For this thesis we conducted interview via Zoom and Google meet using semi-structured method..

Ethical considerations:

It is crucial to take into account the ethical point of view when preparing the research. This report addressed the four ethical aspects mentioned by Bryman and Bell (2011), whether participants are harmed, there is a lack of informed consent, or there is a privacy breach and whether there is fraud. The interview was recorded with the informed consent of the respondent. No harm was done to the participants during the interview. Respondents were given the option not to provide information if it conflicted with their privacy. There was no fraud during the interview.

Data analysis:

Open-ended The research inquiries will be evaluated with rule-guided qualitative text analysis called (Mayring, 2000) Quantitative content analysis. This is an empirical approach where systematic text analysis is made while inferring specific inferences from text and displaying quantitative results with graphs or tables. Some direct quotes from the qualitative part will support the final interpretation.

Some more forms of digital marketing are:

- SMS Advertisement
- Mobile Commerce Marketing
- Video Marketing
- E-Commerce Marketing

Results.

The basis of the analysis was the methodological procedure described in chapter 3 interpretation of collected research data. This chapter answers the research questions, interprets answers to open-ended questions and highlights significant quotes. Every research questions were tested with several interview questions. Each is accompanied by graphic explanations research question, while Appendix 1 provides a detailed overview of mean values,

standard deviations of the tested elements in addition the demographic presentation of the respondents. In Appendix 2 interview questions is contained in Appendix 3 questionnaire schedules and industry sectors of the respondents, while Appendix 4 contains all transcripts with personal and company background of the interviewees.

Conclusion

The methodological process followed a clear guideline with research goals, research questions, and interview design. Research biases were taken into consideration. Sampling was carefully done with the aim of targeting most suitable candidates to get the most valuable feedback connected to the researched topic. The population sample consisted in 11 interviewees and varied in terms of industry background, segment and relation (agency vs. company). Analytics took place on two levels: analysis of replies using the Likert-scale Moreover, the qualitative content analysis for open-ended questions. This provided a solid bases to continue with result interpretation in the next chapter.

The project's goal is to use a mathematical model to anticipate weather forecasting. The early design was to see if a larger workforce was required numerically. Thanks to improvements in technology and the development of powerful computers, numerical weather prediction has come again. Rainfall from a specific place is predicted using characteristics. Due to frequent changes in the climate and ecology, predicting the weather of a specific place is a difficult task. A mathematical model based on time-series data is employed in our project work to anticipate weather predictions for a certain location over a period of time.

The system was tested in an indoor setting, and the values of the parameters were recorded. In the Jupyter notebook environment, models were trained with pre-recorded parameter values and used to forecast weather parameters in a real-time setting. The model's output is compared to previous efforts in the literature, and the suggested system outperforms them somewhat in terms of accuracy. Furthermore, the system may be customized for commercial usage, and it has numerous uses in smart homes, buildings, sports, and hospitals, among others.

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List all the material used from various sources for making this project proposal

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