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Esenalieva Ziiagul
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The effectiveness of using Internet marketing tools in the B2B market

Supervisor: Prof. Dr. Bruder Emese,
Institute: Institute of Agricultural and Food Economics

Author: Esenalieva Ziiagul
Neptune Code: MOB9OM

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Abstract

With the increasing usage of the internet, companies are progressively utilizing internet marketing to engage with their customers. This trend is especially noticeable in the B2B sector, where businesses aim to enhance their efficiency and efficacy in interacting with other firms. Despite the growing interest in internet marketing among B2B managers, there is a paucity of research on the most effective online promotional techniques in this context.

This thesis seeks to bridge this gap by investigating how internet marketing tools can improve efficiency in B2B settings. Utilizing a review of the existing literature and original empirical research, this thesis presents a comprehensive overview of internet marketing tools in B2B. Moreover, it provides practical recommendations for businesses seeking to enhance their internet marketing efforts.

This study employed a mixed-methods approach, combining exploratory and quantitative research methods. The methodology employed to address the research questions involved elucidating concepts, conducting a comprehensive literature review, and collecting quantitative data through an online survey administered to representatives of B2B firms. The analysis of the data is primarily based on the quantitative results derived from the questionnaire responses.

This thesis highlights the potential of internet marketing to revolutionize B2B sales and marketing practices and emphasizes the requirement for further research and innovation in this domain.

1. Introduction

The aim of the master's thesis is to investigate how a B2B company can effectively implement internet marketing tools to improve its sales performance. To achieve this, the thesis will address several key questions, including the most effective methods for implementing an internet marketing tools, how to build a strong brand through digital means, and how to create greater value for customers.

To answer these questions, the thesis will first focus on internet marketing, sales performance in a B2B aspect. Since marketing is an essential part of the business ecosystem, the digital aspect will be the main focus.

This introduction provides an overview of the master's thesis, including the context, research objectives and hypotheses.

1.1 Context

Internet marketing has revolutionized the way businesses operate and reach their target audiences. In the business-to-business (B2B) market, it has become a critical aspect of growth and success. B2B companies use various online marketing strategies to promote their products and services to other businesses and organizations. The use of the internet has enabled B2B companies to reach a global audience with ease, resulting in increased exposure and the ability to form new business relationships.

One of the key advantages of internet marketing in the B2B market is the ability to target specific audiences. B2B companies can use various online channels, such as search engine optimization (SEO), pay-per-click advertising (PPC), and social media, to reach their target audience and deliver personalized messages. This targeted approach allows B2B companies to build strong relationships with potential customers, which can result in increased sales and long-term customer loyalty.

Another advantage of internet marketing in the B2B market is the ability to track and measure the results of marketing efforts. B2B companies can use various tools and technologies, such as Google Analytics, to track the performance of their online marketing campaigns. This data provides valuable insights into what is working and what is not, enabling companies to make informed decisions about how to improve their marketing efforts and achieve better results.

Moreover, compared to traditional marketing methods, internet marketing is often more cost-effective, making it accessible to businesses of all sizes. The ability to target specific

audience segments and track results can help to increase the return on investment (ROI) for B2B companies.

Additionally, internet marketing in the B2B market enables companies to build their brand and establish their position as a thought leader in their industry. By creating and sharing valuable content, such as blog posts and webinars, B2B companies can demonstrate their expertise and establish themselves as a trusted source of information in their industry. This can help to attract new customers, increase brand awareness, and build a loyal following.

The relevance of the topic "Internet marketing in B2B market" is high due to the increasing importance of digital marketing in today's business landscape. B2B companies have unique marketing needs and the use of internet marketing can help these companies reach and engage with their target audience effectively.

1.2 Research objectives

The case study of the thesis work is "Freedom Pay", a local Kyrgyz company that offers a payment platform as a service. The company operates in the B2B segment and currently serves customers in Kyrgyzstan, Kazakhstan and Uzbekistan. The author believes that there is tremendous potential for growth, especially if the company's products are IT-aligned and offer superior technology and security features. Therefore, the marketing and sales department plays a key role in presenting the value of the product and creating trust with potential partners.

However, many B2B companies struggle to effectively promote their products to acquire new customers, especially startups that excel at product development but fail to profitably sell them on a larger scale. The purpose of this thesis is to provide a solid theoretical background and relevant empirical data to understand (O1) how B2B companies use internet marketing, (O2) identify the most essential tools of internet marketing, (O3) analyze foreign and local experience, (O4) determine how companies could perform better by using the most effective tactics and (O5) provide recommendations for B2B companies on how to optimize their internet marketing tools to increase their visibility and reach their target audience more effectively.

To achieve these goals, the thesis will evaluate best practice example, collect survey data to confirm theoretical findings. Research can also lead to further studies and offer new

suggestions for practice. Emphasis will be placed on examining the marketing tactics used and determining how internet marketing strategies affect a company's sales success.

1.3 Hypotheses of the research

Hypothesis 1: There is significant relationship between “increasing sales” and “planning to allocate budget on internet marketing tools for the next year”.

Hypothesis 2: Social Media Marketing (SMM) is one of the most profitable internet marketing tool.

Hypothesis 3: B2B companies that use more internet marketing tools tend to have better effectiveness in their marketing strategies.

2. Literature review

2.1 Concept, objectives and significance of internet marketing.

In the last decade, most professionals in the field of marketing have been talking about the problem of reducing the number of consumers with an increase in production and volume of goods in the markets, which undoubtedly leads to increased competition between companies, the search for new ways to attract customers, promote goods and position them on the market.

Against the backdrop of an economic downturn in the global economy, the development of the Internet commerce segment is observed throughout the world. Traditional businesses have faced significant challenges during a period of unprecedented economic crisis. On the contrary, Internet commerce has experienced increased interest from consumers who are in search of profitable deals (Petric, 2017).

Almost all the economies of the world today note the need to stimulate e-commerce. In the digital world, the competitiveness of a country is determined not only by production potential and technological developments, but also by the development of e-commerce infrastructure.

The development of information technology, the development of the Internet, the emergence and rapid growth of e-commerce laid the foundation for a new direction in the modern concept of marketing - Internet marketing.

The concept of internet marketing is widely discussed in different sources, including academic journals, books, websites, and industry reports. Here are some common definitions of internet marketing from different sources:

- **Academic journals:** In academic literature, internet marketing is often defined as the use of digital technologies and channels to promote a product or service. This includes a range of activities such as search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, and content marketing (Connel, 2015).
- **Books:** In marketing and business books, internet marketing is often described as a comprehensive approach to promoting a business online. This can include the use of a variety of digital channels, such as websites, social media, email, and online advertising, to reach potential customers and build brand awareness (Kotler, 2016).
- **Websites:** On websites and blogs, internet marketing is often described as a way for businesses to reach customers and build brand awareness through online channels. This

can include activities like search engine optimization, social media marketing, email marketing, and online advertising.

- Industry reports: Industry reports often provide a more detailed definition of internet marketing, highlighting its role in the larger context of digital marketing. In these reports, internet marketing is often described as a subset of digital marketing, focusing specifically on the use of digital channels to reach and engage with customers.
- Separately, I would like to highlight the social effect of the introduction of Internet marketing tools in the enterprise. Internet marketing provides the consumer with the opportunity to receive timely, relevant, complete and reliable information about the company and the product, creates a positive brand image, increases the loyalty of the target audience and allows you to effectively solve the marketing tasks that arise before the organization (Uhova, 2010).

Internet marketing covers both the process of producing goods (monitoring the market, demand, development, release) and the direct implementation of the product (organizing trade via the Internet, promoting products, informing customers about the product and the company).

In practice, Internet marketing is a whole complex that allows you to use all the possibilities of the Internet in accordance with the overall business strategy.

The main objectives of internet marketing can be broadly categorized as follows (Golik, 2010):

- Brand Awareness: To create and maintain a positive image of a brand or product in the minds of consumers, internet marketing can be used to increase brand recognition and awareness.
- Lead Generation: Internet marketing can be used to generate leads and reach potential customers through various channels such as email marketing, search engine optimization, and social media advertising.
- Customer Acquisition: Internet marketing can be used to acquire new customers by providing relevant information about products and services and by making it easy for customers to purchase them online.
- Customer Retention: To retain existing customers and encourage repeat purchases, internet marketing can be used to provide valuable content, personalized offers, and excellent customer service.

- **Market Research:** Internet marketing can be used to gather information about target audiences, their behaviors, and preferences. This information can then be used to inform and improve marketing strategies.
- **Measurable Results:** Internet marketing allows for the tracking and measurement of marketing efforts and the resulting outcomes, making it easier to determine the effectiveness of marketing strategies and to adjust them accordingly.

Many mistakenly believe that the main purpose of marketing is sales. This is wrong. As one of the leading management theorists, Peter Drucker, said, "The goal of marketing is to make sales efforts unnecessary. Its goal is to know and understand the client so well that the product or service will fit the latter exactly and sell itself" (Drucker, 1954).

2.2 Classification of the internet marketing tools

Internet marketing is the act of utilizing digital means to advertise a product or service. Due to the growth of the internet, internet marketing has become an indispensable part of many companies' advertising methods. However, the continually evolving online marketing environment poses a difficulty for companies in navigating through a complex collection of tools and technologies.

To overcome this challenge, a classification for internet marketing tools can be useful. This system can aid businesses in determining the most effective channels for their specific requirements and target market. In my thesis work, I tried to collect all the marketing activities on the Internet and offer my own classification that meets the realities of the present time. I would like to pay attention to each internet marketing instrument.

Internet marketing, like traditional marketing, begins with goal setting: the target audience and its needs are determined, marketers are looking for an answer to the question of how the effectiveness of advertising campaigns and product promotion on the Internet will be calculated. Finally, a marketing strategy for promoting the product on the network is built. Having a marketing strategy developed on the basis of portraits of the target audience and competitor analysis, you can start developing a website and an advertising campaign on the Internet.

2.2.1 Web site

The first group of tools is the site. It is almost an integral part of the promotion of goods on the Internet. This marketing tool very quickly justifies itself, as it serves as an additional platform for presenting the company's services, and also significantly expands the range of

interaction with potential buyers and partially automates the processes of working with clients (Kotler, 2018).

Some researchers define a corporate website as “an Internet resource created to ensure full-fledged two-way communication of the basic PR subject with target groups of the public and containing information about the scope of the company, its structure, products, etc” (Djobber, 2010).

Based on this definition, i can distinguish a number of tasks that a corporate website solves:

- providing information about the organization and its products to potential customers, partners, the media and other target groups of the public;
- creation of the company's image;
- creation of an additional platform for the sale of goods;
- ensuring communication between departments of the company (especially if the organization is represented in several cities/regions/countries).

At the stage of creating a corporate website, it is necessary to understand what exactly the company wants to achieve using this tool, therefore the question arises of choosing the type of corporate site.

The experience of foreign and domestic web developers allows to select the following types of corporate site:

- business card site - contains general information about the company, its activities, products and product prices, as well as a mandatory block - contact information. The purpose of creating such a resource is to post contact information about the company on the Internet;
- online store - a site store in which users have the ability to purchase company products online. The purpose of this resource is to organize a new platform for the sale of goods on the Internet;
- a closed corporate website - a resource that only employees of the company have access to, and the main goal is to quickly connect management with subordinates, exchange documents and coordinate the activities of departments;
- an image corporate project - a resource open to any network user. Contains complete information about the company, its philosophy, history, addresses of branches, promotions and more. The purpose of creating such a portal is to strengthen and improve the image among existing customers, attract potential customers and conduct advertising and PR events on the Internet.

A well-thought-out design, a convenient catalog and minimum prices - all this does not matter if the target audience does not come to the corporate website. That is why every

website needs search engine optimization. This Internet marketing tool is able to provide a high level of site traffic both in terms of quantity and quality (Gurov, 2015).

2.2.2 Web analytics

Another group of tools is web analytics. Evaluation of performance is an important stage of any activity. Internet marketing is no exception. The money invested in Internet marketing often makes up a significant share of the company's costs, so company owners are extremely interested in evaluating return on this investment. Internet Marketing against traditional has an important advantage: thanks to the development of information technology, it is possible to numerically evaluate the success of marketing campaigns and the effectiveness of the site as a whole with great accuracy.

The strength of a website can be measured by a variety of factors, such as:

- Site traffic: The number of visitors to a website and how long they stay on the site.
- User-friendliness: Navigating and using the website is easy and intuitive.
- Conversions: How many visitors to a website perform an action, such as making a purchase or filling out a form.
- Engagement: The extent to which visitors interact with website content, such as leaving comments or sharing content on social media.
- Search Engine Ranking: How well a website appears in search results for relevant keywords.
- Accessibility: The extent to which a website can be used by people with disabilities.
- Performance: How fast a website works and how responsive it is to interactions.
- Security: How well a website protects user activity and prevents hacking.

The main metric focused on in web analytics is site traffic. Decisions are made based on it. Site traffic is usually expressed as the total number of page views or unique visitors per day, week or month. It is a key metric used by website owners and advertisers to measure a website's popularity and determine its potential as a source of revenue through advertising or other monetization methods. Many factors can affect site traffic, including the content of a website, its design, the website owner's marketing efforts, and the behavior of search engines (Petrik, 2014).

2.2.3 Content marketing

Another group is content marketing. The modern consumer has learned to accurately recognize advertisements and has almost stopped responding to them, which greatly reduces

the effectiveness of traditional types of advertising. Outdated types of advertising have been replaced by content marketing, the essence of which is to provide the consumer with useful information without direct mention of the product (Yakovlev, 2013).

Content marketing is a set of marketing techniques based on the creation and dissemination of information useful to the consumer in order to gain trust and attract potential customers. It involves the production and dissemination of high quality, relevant and valuable information that is not advertising, but indirectly convinces the audience to accept the necessary distributor of the solution, select its service (Yakovlev, 2013).

The advantage of content marketing is that it attracts effectively the attention of the audience, helps to gain trust and promotes a product or service in the market. The ways of content distribution are varied: it can be social network platforms, a corporate website, e-mails (e-mail marketing) etc. The main goals pursued by companies using content marketing are: informing potential customers, informing them about their own offers, creating an image, increasing direct sales (Scott, 2013).

2.2.4 Traffic management

Another group of tools is traffic management. Traffic management allows you to attract the most relevant target audience to the site and create a large number of points of contact with potential consumers, increase their awareness of the brand (Veber, 2019). Traffic growth is an increase in brand popularity, new appeals and sales.

Separate search and non-search traffic. Search traffic includes SEO optimization and contextual advertising. These tools are able to increase site traffic only for targeted user requests in search engines. Non-search traffic is not related to targeted user queries. These are various types of online advertising, blogs, affiliate programs and lead generation. These tools are able to "connect" the user with the site not only by a search query, but also due to brand recognition, interesting content, etc (Veber, 2019).

Nowadays, search engines have begun to pay great attention to non-search user activity: the higher its indicator, the more effective the promotion of the site on the network. This may include activities such as sharing content, leaving comments, liking or reacting to posts, following accounts and participating in discussions. Non-search traffic is important because it shows the extent to which a website or social media platform is generating traffic and exposure to its audience. The more non-search activity a site has, the more likely it is that users find the content useful and engage with it. This can lead to user retention, brand loyalty and ultimately sales. Furthermore, non-search activity can also impact a website's search

engine rankings. Search engines like Google take into account user engagement metrics such as click-through rates, bounce rates, and time on site when determining the relevance and quality of a website's content. The site with high non-search activity can rank higher on search results pages and increase visibility (Veber, 2019).

2.2.5 PR marketing

Finally, another group of tools is PR on the Internet. Public Relations (PR) plays an important role in internet marketing by helping companies to build and maintain a positive image and reputation online. Some of the ways PR is used in internet marketing include (Scott, 2013):

- Crisis management: PR can help a company navigate through difficult times, such as a crisis or negative publicity, by developing and implementing a communication strategy that protects the company's image and reputation.
- Content creation: PR professionals can help create and distribute engaging content, such as press releases, blog posts, and articles.
- Influencer outreach: PR can assist in identifying and reaching out to influential people in the industry or community, such as bloggers and social media influencers, who can help to promote the company and its products.
- Social media management: PR can help to manage the company's social media presence, including creating and curating content, responding to comments and messages, and monitoring the company's reputation online.
- Media relations: PR can help to establish and maintain relationships with journalists, bloggers, and other members of the media who can help to promote the company and its products through coverage in their outlets.

PR is often compared to content marketing. Public relations specialists also work on image, recognition, loyalty. The Public Relations Society of America (PRSA) first defined the concept of PR in 1988: «PR helps the mutual adaptation of the organization and its consumers.» The goals of PR and content marketing are largely the same, and communication channels are also very close. However, there is a difference between these approaches.

Message

Communication with the audience is built on a specific message. In the case of traditional PR, this is an indirect offer “buy our product”. Indirect, because direct communication is used in advertising, and in PR information is conveyed, for example, through press releases,

conferences, seminars. A content marketing message might go something like this: “You have experts here to help and figure it out.” The product is not mentioned, but it is present in the image of an expert.

Method

In PR communication, it is important to "get through" to the audience. Content marketing attracts her and engages with the value of information. A press release is read because it caught the eye or because there is something important or necessary for a particular person. A person searches for a useful or interesting article, film, book on their own and subscribes to the source of such information so as not to miss anything.

Infrastructure

By infrastructure, I mean the main environment for creating, distributing, promoting, receiving feedback. In PR, the main base is texts (mailing lists, releases, conferences). Content marketing is not limited only to texts and seeks interactive ways to interact with the audience - texts, videos, infographics, blogs, presentations. PR mainly works with events and facts with limited terms of relevance. Content marketing generates leads even after the campaign is over.

Content marketing as a separate area has become the subject of analysis relatively recently. The argument about what is better or more effective is meaningless. The best answer would be to use both. Working with the media and engaging the audience, holding conferences and press releases with blogs - everything here complements each other.

2.3 Internet marketing in B2B market

As the fastest growing technology, the Internet is revolutionizing the way marketing is practiced and opening up new avenues for marketers. The implementation of marketing promotion via the Internet is on average a quarter cheaper than using the usual forms and methods. Combining the functions of a mass communication medium, a means of interpersonal communication, an instrument of financial transactions and, in part, a distribution channel, the Internet attracts an increasing number of users from all over the world, which represent an attractive commercial potential for any type of business.

Companies in the B2B segment can successfully use the Internet as a promotional channel along with the B2C segment, but there is a lack of knowledge on how to effectively use the Internet as a communication channel for this segment. The specifics of B2C marketing on the Internet are described by many studies and specialized literature, while B2B Internet

marketing is a phenomenon that has not yet been studied enough. Companies are seeking new and innovative ways to streamline their operations, increase their competitiveness, and reduce costs.

Conducting research on internet marketing in the B2B segment is an important step for companies looking to understand how they can effectively reach their target audience and generate leads.

B2B marketing — business and industrial marketing focused not on an ordinary consumer, but on companies, on other businesses. The purpose of B2B marketing is to ensure the commercial benefits of the company by supplying goods, providing services to any other firms, by providing additional equipment, supplying materials, etc (Gurov, 2018). The target audience of B2B is employees, companies that buy goods and services for own activities, for production, for the purpose of processing.

B2B online marketing consists of a wide range of activities. Which activities all apply is different for each company (table 1).

Internet Marketing Activities	Description
Analysis	Crucial component of B2B online marketing, involves monitoring website traffic and user behavior.
B2B Content Marketing	Provides clear content about your products and business to ensure better organic findability.
B2B SEA	Search engine advertising that increases website traffic and requires knowledge of Google Adwords.
B2B SEO	Search engine optimization to rank higher in Google search results.
B2B Video Marketing	Uses videos to visualize the operation of a product, explanation or large pieces of text.
Conversion Optimization	Analyzes and applies user data to improve the natural 'flow' of a website and improve conversions.
Data-driven Marketing	Develops online marketing strategies based on data and facts, rather than intuition or gut feeling.
Dealer Marketing	Focuses on increasing the sales of your products at your dealers by using online marketing activities.

Design	Uses good design to increase user-friendliness of a website and convey quality.
Development	Ensures that a website is well-built and focuses on the business operations of the company.
Digital Strategy	A well thought-out digital strategy based on data from your company to execute online marketing activities.
E-commerce	Maintains and optimizes webshop to obtain more online transactions.
E-mail Marketing	Communicates with (potential) customers via email to provide interesting content or offers.

Table 1. Internet marketing activities

Source: own created table based on the information of Jelba company

2.3.1 Best practices

The optimal methods for conducting internet marketing campaigns vary based on factors such as individual preferences, market segments, business verticals, and experience. This section introduces three innovative approaches - AI, video marketing and influencer marketing - that can help improve internet marketing processes, increase revenue, enhance brand recognition, and provide greater value to customers .

1. Artificial intelligence (AI) & automation

The biggest marketing trend of 2023 is AI software implementation for marketing automation, analysis, and insights, according to research. It's clear that this technology will become a standard practice for remaining competitive and effective in the near future. AI-powered tools work 24/7 to generate more accurate insights, provide personalized touchpoints, and deliver optimized customer experiences across all channels (Rosario, 2021).

AI and automation are increasingly powerful tools in digital marketing across all channels that are leveraged through:

- Content curation & recommendations
- Ad targeting
- Persona development
- SEO
- Chatbots & intent popups

- Email automation

2. Video marketing

For two consecutive years, video marketing has emerged as a thriving trend and its popularity shows no signs of decline. The appeal of video content lies in its ability to captivate and persuade viewers. From brief video snippets to comprehensive resources such as video courses and webinar recordings, videos can be employed across a wide range of social media and inbound marketing activities. They can be embedded into emails and webpages, uploaded to YouTube, shared on various social media platforms, and utilized for live streaming events such as product unveilings and webinars (Mowat, 2017). Live streaming, in particular, is becoming increasingly popular as an effortless and engaging way for companies to interact with their audiences. Major social media platforms such as LinkedIn, Facebook, Instagram, Twitter, and YouTube now offer live streaming capabilities.

3. Influencer marketing

In the B2B realm, influencer marketing serves as a reinforcement of the importance and impact of networking and building relationships within one's industry and client base. This approach involves leveraging awards, mentions, and guest blogging opportunities, among other tactics, to establish a strong presence as a top trend in 2023. The goal is to promote thought leadership and foster authentic engagement among the diverse followers of B2B executives, consultants, companies, and other industry influencers, all while keeping costs low (Cartwright, 2022). The most widely used social media platform for B2B marketers is LinkedIn, which serves as an excellent launchpad for influencer marketing campaigns. By searching for and connecting with influencers and their followers, as well as examining how others engage with their content, companies can determine whether a given individual or organization can be a valuable connection. This, in turn, can help boost leads and sales.

2.3.2 USA experience in application of internet marketing tools in B2B market

I analyzed the edition of Sagefrog Marketing Group's annual B2B Marketing Mix Report, a resource that has become a valuable year-end tool for modern B2B marketers.

This report presents the findings of a B2B Marketing Mix Survey that collected the viewpoints and experiences of experts from various B2B sectors such as healthcare, technology, industrial, and business services (Figure 1). The report provides a concise summary of insights gleaned from over 900 responses received from B2B marketing professionals. The information has been compiled into a clear and easy-to-understand format that highlights the latest marketing strategies and trends that should be prioritized in the

coming year. Armed with this report, marketers will be able to make well-informed decisions while planning their budgets and marketing campaigns.

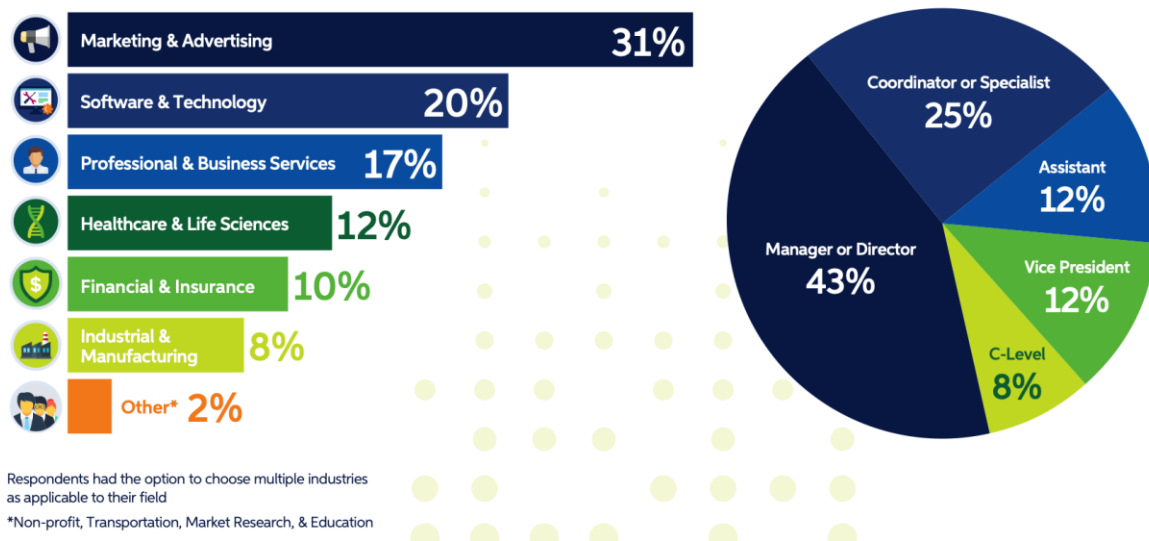


Figure 1. Percentage of people surveyed

Source: 16th edition 2023 B2B marketing mix report of Sagefrog marketing group

In order to forecast marketing outcomes for the year 2023, it is crucial to examine the performance of the year 2022. Marketers have experimented with various strategies and the results were more comparable than ever before. Despite these changes, Search Engine Optimization (SEO) remains a top tactic for marketing, with roughly 50% of B2B companies incorporating it into their marketing plans. While email marketing remains important, its usage as a tactic has significantly declined compared to the previous year. Despite the ongoing COVID-19 pandemic, virtual events and webinars are decreasing in popularity, possibly due to the fact that these events are now being held in person. Marketers are adapting to the evolving landscape by prioritizing and implementing different tactics. Short-term solutions that arose due to the pandemic are being phased out, and there is a growing trend towards utilizing a wider range of information-driven marketing tools (figure 2).

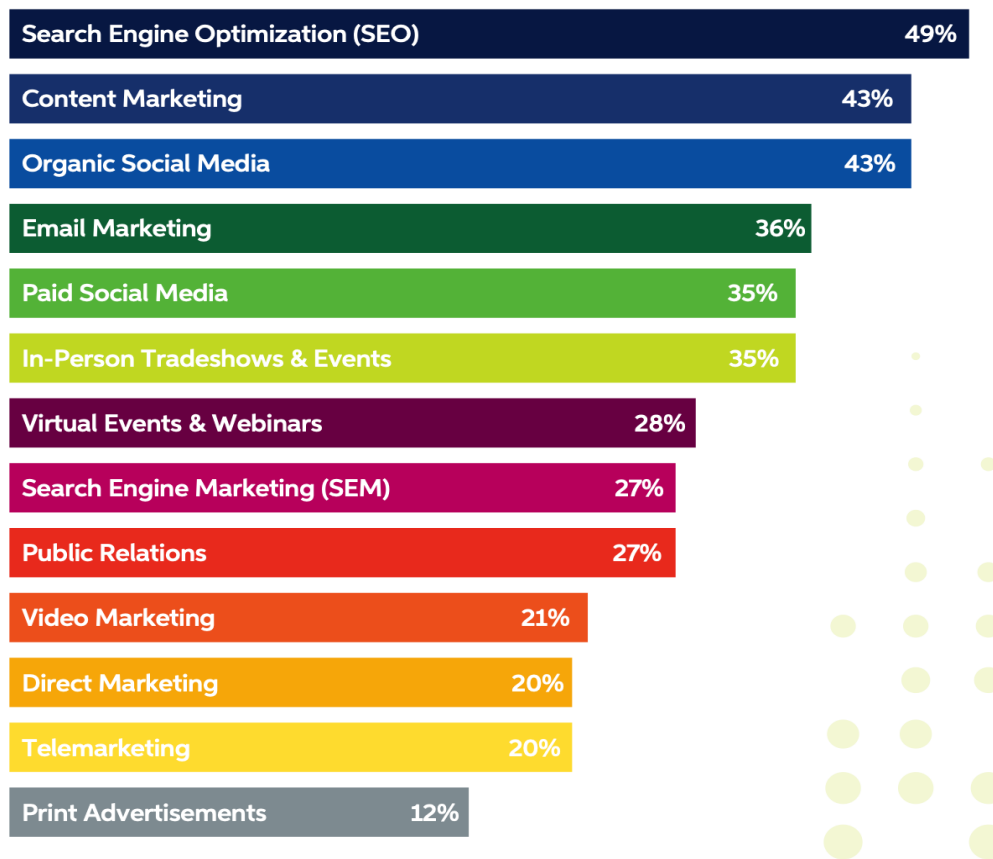


Figure 2. Most implemented marketing tactics in 2022

Source: 16th edition 2023 B2B marketing mix report of Sagefrog marketing group

It is not unexpected that sales and marketing teams prioritize revenue and conversions since they are the ultimate objectives. However, what's noteworthy is that client retention is more crucial than other marketing goals for 2023, which could be due to the lower client retention rates observed in 2022. In the previous year, B2B marketers placed a significant emphasis on brand awareness and lead generation. While these objectives remain essential, they seem to have taken a less important role compared to revenue, conversions, and retention in the upcoming year (figure 3).

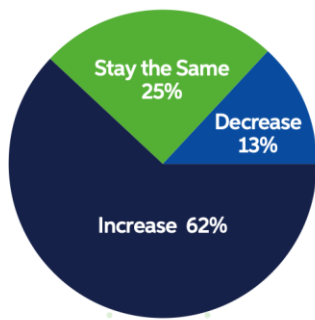
- 1 Revenue & Conversions
- 2 Client Retention
- 3 Website Traffic
- 4 Brand Awareness
- 5 Lead Generation

Figure 3. Top marketing objectives for 2023

Source: 16th edition 2023 B2B marketing mix report of Sagefrog marketing group

Over the last four years, marketing budgets have been consistently increasing. In 2022, marketers allocated 33% of their budget towards in-person tradeshows and events, which was a notable shift from the previous year. Sales and marketing materials were also a significant area of investment, and there was twice as much funding allocated to strategy and planning tactics, direct marketing, and video marketing. Despite a significant decrease in spending on social media compared to the previous year, there is an overall increase in social media use by B2B companies. These trends indicate a resurgence in physical marketing events and a rise in online marketing tactics, with a particular emphasis on website development and SEO as higher priorities than social media (figure4).

Marketing Budget Changes for 2023



Top Areas of Marketing Spend



Figure 4. Marketing budget

Source: 16th edition 2023 B2B marketing mix report of Sagefrog marketing group

Social media plays a crucial role in the B2B marketing strategy, as it is widely used by both B2B companies and customers. However, the choice of social media platforms can significantly impact the success of the marketing plan. LinkedIn remains the top choice for B2B companies, while Facebook and Twitter closely follow. Though Twitter showed potential in the past, it failed to maintain its top position. Though Instagram may not be a top priority for B2B marketers, it can be used to showcase a fun company culture for recruitment purposes. To build relationships with potential buyers, use engaging content to draw them in at the top of the funnel. Additionally, social media can help locate where target buyers are already engaging online (figure 5).

Does your company have social media pages?



Most social media engagement occurs on LinkedIn.

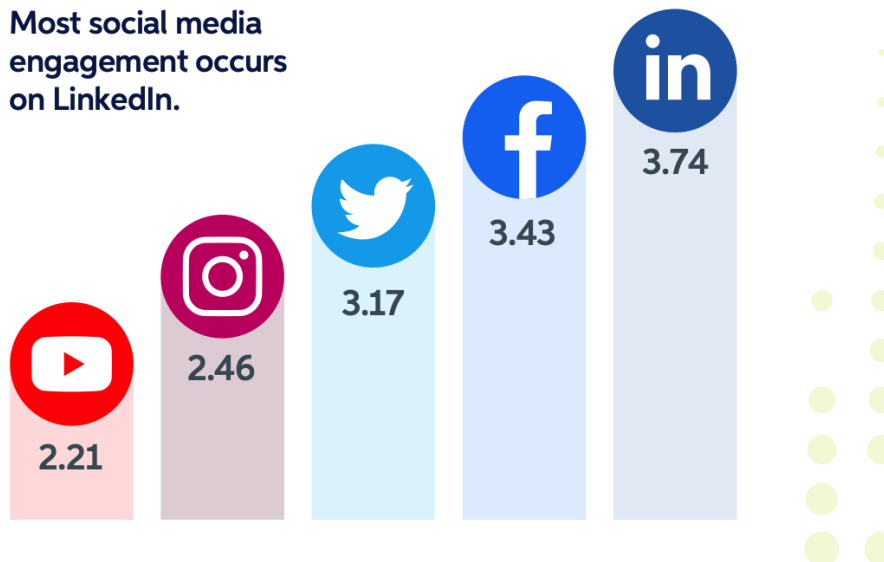


Figure 5. Social media that are used by b2b companies

Source: 16th edition 2023 B2B marketing mix report of Sagefrog marketing group

In the current era, relying solely on organic social media is no longer effective, particularly for B2B marketers. If you are devoting your time to plan organic social media content, it is imperative to also invest in paid social media. This approach is not only effective but also economical in enhancing brand recognition and widening your audience to reach potential prospects.

To devise a successful paid social strategy, it is essential to comprehend your audience's behavior. Determine the social media platforms that they engage with the most and allocate your resources accordingly. Since you are paying for the content to reach your audience, ensure that your message appears frequently enough to stimulate action.

Their research has revealed that a blend of organic and paid social media tactics is the key to triumph. There are various methods of merging these strategies that ultimately yield the highest return on investment (figure 6).

Most companies see results from paid social media efforts.



Most Used Social Media Marketing Tactics

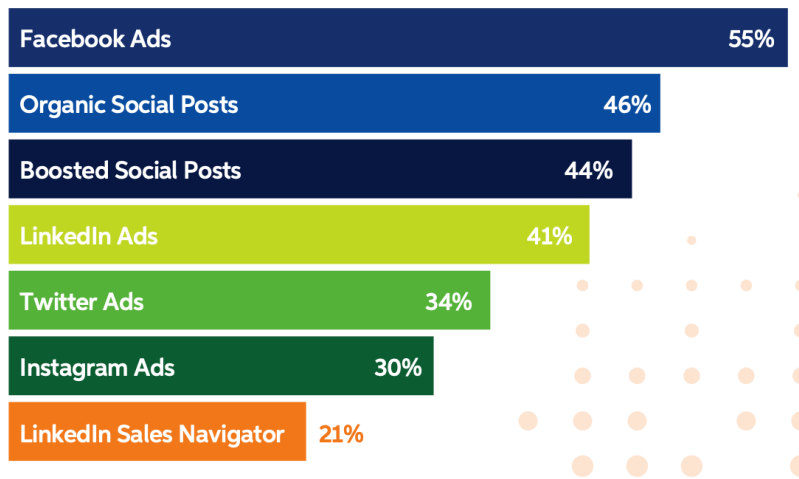


Figure 6. Most used social media marketing tactics

Source: 16th edition 2023 B2B marketing mix report of Sagefrog marketing group

The comparison of marketing strategies between 2022 and 2023 provides insights into the changes that can be expected in B2B marketing. One significant transformation is the increasing use of artificial intelligence (AI) and automation, as 42% of marketers intend to experiment with these techniques this year. While video marketing and influencer marketing remain strong, B2B professionals are exploring new strategies for 2023. However, the effectiveness of these methods remains uncertain. Additionally, there is a growing trend towards a mobile-first strategy, as more people use mobile devices over desktops or tablets. Consequently, marketers are adapting their copywriting and design to accommodate smaller screens, such as using shortened email subject lines and adjusting layouts based on mobile fold placement (figure 7).

New Sales & Marketing Strategies for 2023

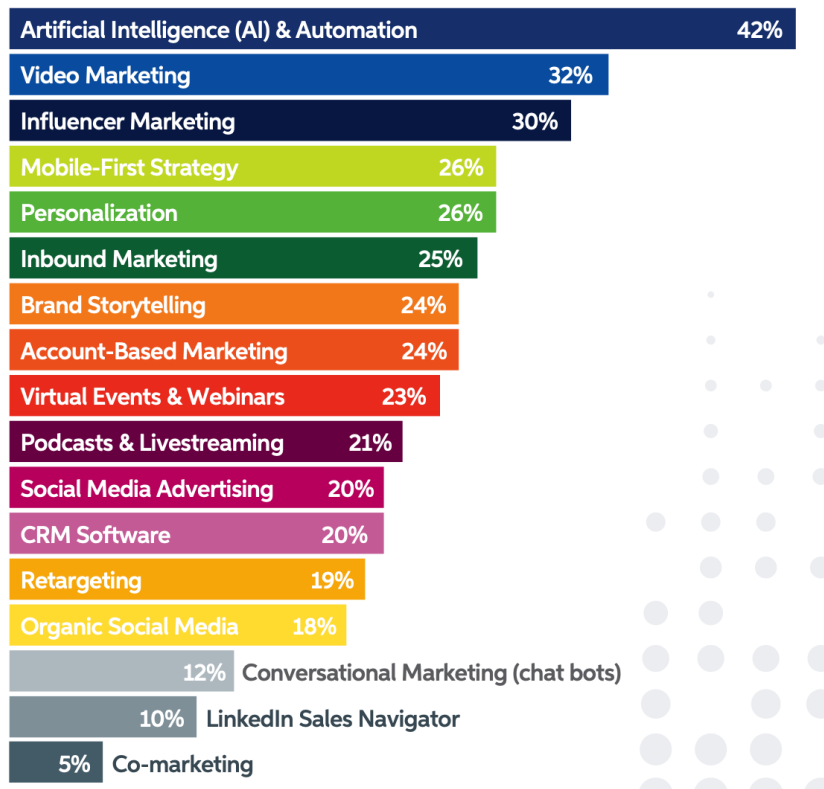


Figure 7. Marketing strategies for 2023

Source: 16th edition 2023 B2B marketing mix report of Sagefrog marketing group

Top takeaways from this year's report:

- To increase client retention, prioritize building stronger relationships with them.
- Allocate a portion of your budget to attend in-person conferences and events for better networking and business relationships.
- Use SEO and SEM tactics to generate more leads and drive traffic to your website.
- Gain a competitive advantage by testing out AI and automation technologies to improve efficiency and stay ahead of the competition.

3. Case study

3.1 Analysis of the effectiveness of using Internet marketing in the Kyrgyz market

The last few years can be safely called a time of change in the field of Internet marketing and e-commerce in Kyrgyzstan. More and more companies are implementing interesting solutions to improve business efficiency using Internet marketing. In the light of such changes, one hears more and more often over-optimistic statements that the Kyrgyz Internet marketing is developing in parallel with the Western one.

However, it is important to understand that all the positive changes described above are currently extremely insignificant and almost imperceptible for most B2B companies. The fact is that there are hardly more than ten companies offering a high-quality and, most importantly, a systematic approach to Internet marketing in the Kyrgyz market. And only a few are ready to work with clients on strategic plans based on business objectives, with the integration of the entire range of activities.

To study the features of using Internet marketing tools and their effectiveness, author contacted the consulting company «M Vector», which conducted a study on Internet marketing tools in the B2B sector. 35 people, employees from different B2B companies, were invited to participate in the study.

An analysis of the questionnaires received showed that 86% of the surveyed companies have a marketing or advertising department, and in 14% of cases, sales managers combine the functions of marketers. In the questionnaire, respondents were asked to answer the question: “Do you use Internet marketing tools to promote products?” The results of the answer to the question are presented in Figure 8.

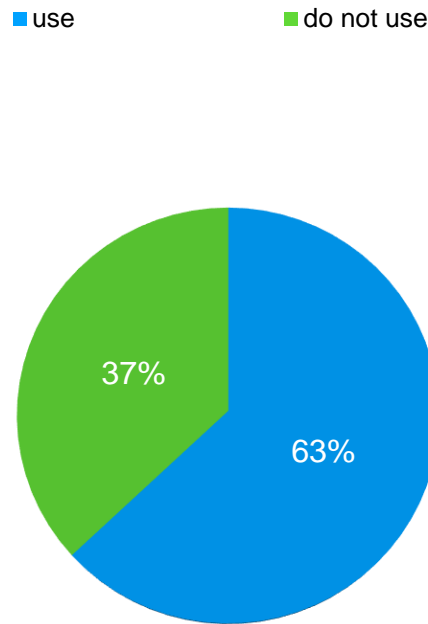


Figure 8. Percentage of using internet marketing tools to promote products

Source: own work based on the survey of «M Vector»

According to the results obtained, 63% of the respondents reported using internet marketing tools to promote their products, while the remaining 37% indicated that they did not use such tools. This suggests that the majority of the surveyed organizations are utilizing internet marketing tools to promote their products, while a significant minority is not.

This finding has practical implications for businesses operating in the B2B domain, as it highlights the importance of utilizing internet marketing tools to promote products and services in the current business environment. Furthermore, it could be interpreted as an indication that those firms that are not employing internet marketing tools are at a disadvantage compared to their competitors, as they are potentially missing out on the benefits associated with these tools.

The structure of the use of Internet marketing tools by Kyrgyz companies is shown in Figure 9.

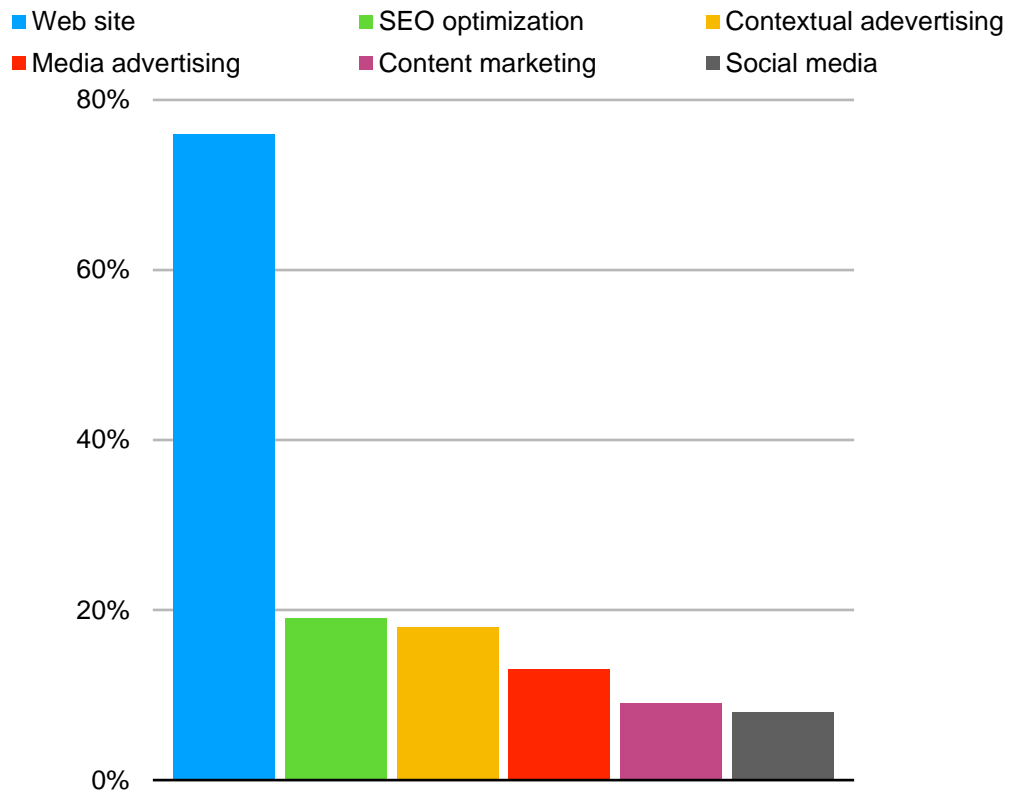


Figure 9. What Internet marketing tools are used by kyrgyz B2B marketers

Source: own work based on the survey of «M Vector»

The most popular among Kyrgyz B2B marketers are such Internet marketing tools as creating a corporate website for a company on the Internet and also SEO optimization of the site and contextual advertising.

Also, the respondents were asked to answer the question: “What goals does your company pursue by using Internet marketing tools?” The results of the survey are shown in Figure 10.

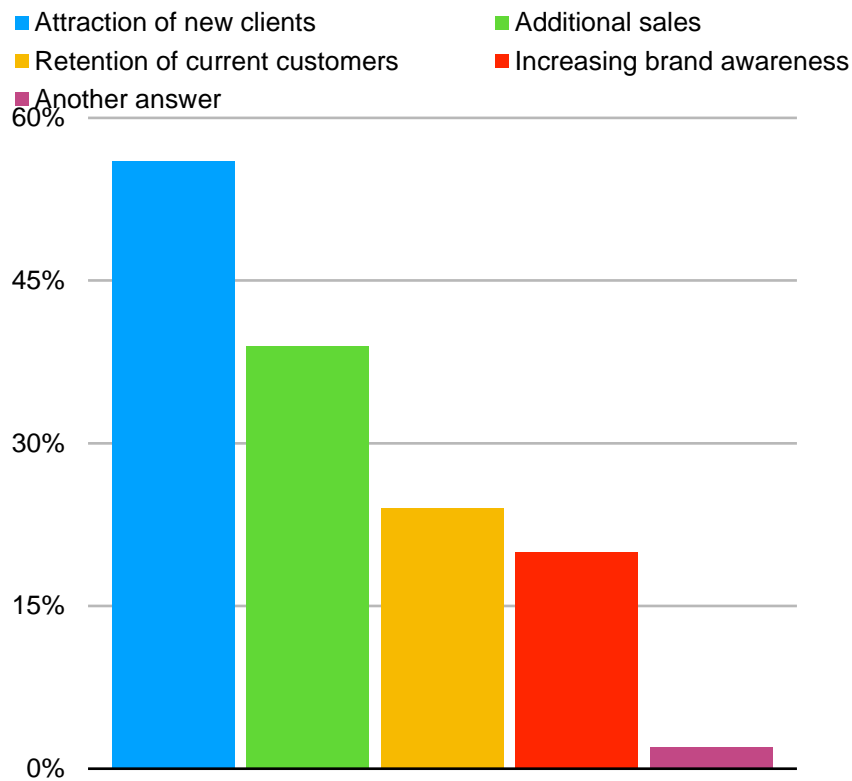


Figure 10. What are the goals of Kyrgyz B2B companies in using Internet marketing

Source: own work based on the survey of «M Vector»

The study findings reveal that the principal objectives of Kyrgyz B2B firms in utilizing internet marketing are focused on customer acquisition, with 56% of the respondents indicating that their primary goal is to attract new clients. This highlights the significance of internet marketing as a tool for expanding customer reach and increasing market share.

In addition, 39% of the surveyed firms reported that their objective for employing internet marketing tools was to achieve additional sales, further emphasizing the potential of such tools to enhance revenue streams. Moreover, 24% of the respondents cited the retention of current customers as a goal, which suggests that some firms are utilizing internet marketing strategies to maintain customer loyalty and encourage repeat business.

Additionally, 20% of the respondents stated that their aim was to increase brand awareness through internet marketing tools, indicating that the use of these tools can also be beneficial in enhancing brand recognition and reputation. Finally, a small percentage (2%) of the respondents cited other goals for using internet marketing, which could include a range of different objectives, such as improving website traffic or enhancing customer engagement.

■ <10% ■ <20% ■ <30% ■ <40% ■ <50% ■ more than 50%

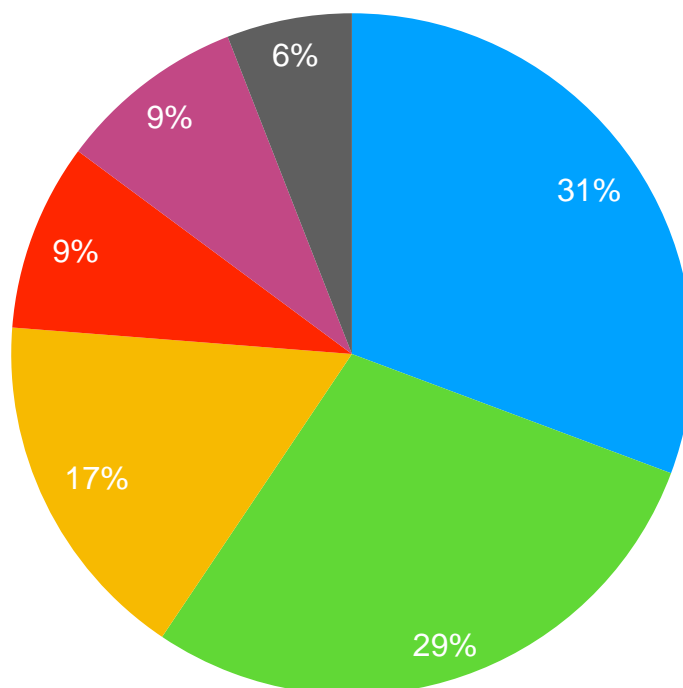


Figure 11. Growth in profitability when using Internet marketing tools

Source: own work based on the survey of «M Vector»

The survey showed that the use of Internet marketing tools has a different effect on the level of increase in income of companies (Figure 15), however, widely used tools in most cases help to increase income by plus up to 10% (31% of companies) and up to 20 % (this is 29% of companies).

When asked if they plan to increase the budget for Internet marketing in 2022, 68% of respondents answered yes, 22% gave a negative answer, and 10% have not decided on marketing budgets for the next year.

Summing up the results of the study, I would like to note that the vast majority of domestic companies prefer a combination of Internet marketing tools: website + SEO optimization.

- I tried to highlight 3 main reasons why companies use these tools today:
- - low awareness of companies about the use of a full range of Internet marketing tools and a systematic approach;
- lack of a culture of conducting supporting studies and analytical audits before starting any work. Marketing campaigns are based on conditional statements from contractors ("we recommend that you remake the site / create a group in social networks / select queries /

give contextual advertising"). Such claims are usually not supported by facts. In fact, even for the selection of search queries, it is necessary to conduct a marketing research of consumer preferences, perform audience segmentation and explore the customer's product matrix.

- limited budget. For small businesses or start-ups with a limited budget, investing in traditional marketing methods such as television or print advertising can be costly. On the contrary, building a website and optimizing it for search engines can be a cost-effective way to reach potential customers.

3.2 Company overview

Freedom Pay is an international company specializing in payment solutions for online businesses. International coverage, deep expertise in payments and technology, verified processes and support of the Freedom Finance ecosystem allows us to offer unique opportunities for clients, taking into account the specifics of each company's business.

Freedom Pay is present in three countries: Kazakhstan, Kyrgyzstan, Uzbekistan. They help online businesses to accept and process payments for goods and services by integrating about 15 payment methods on a single platform. These are cards, smartphones, bank accounts, mobile phone balances and so on. They provide comprehensive solutions: accepting payments online, setting up regular payments, paying to cards, invoicing. In addition, partners receive a convenient personal account and support from a personal manager.

In a word, company provide Internet acquiring service. Acquiring for small businesses is a useful development tool. More and more people prefer cash payment by card, because non-cash payments are more convenient and safer. No need to withdraw money from ATM, keep it in your wallet and risk losing it. Now more than 35% of all purchases are made by cards, and this share continues to grow (National Statistical Committee of the Kyrgyz Republic, 2022). Therefore, if an individual entrepreneur wants to attract more customers and increase the number of orders, acquiring for individual entrepreneurs can help to seriously increase sales.

Process of internet acquiring working (Pfau, 2021):

1. The buyer enters the website or mobile application, selects the product and proceeds to checkout. The buyer enters his card details in the payment form.
2. Transaction data is sent to the payment provider, which forwards the request to the acquiring bank that conducts the transaction.

3. The acquiring bank sends a request to the issuing bank that services the card to make sure that the card works and there are enough funds on it.
4. If everything is in order with the card, authorization occurs when the buyer needs to enter a code that the bank sends to the mobile phone.
5. After entering the code, the transaction is approved, the money is transferred.
6. For the buyer, this sequence of actions will take only a few seconds.

3.2.1 SWOT analysis of «Freedom pay»

Conducting a SWOT analysis specific to a company's internet activities is a critical component of analyzing a company's situation. This analysis allows a company to assess its strengths and weaknesses in the online marketing environment, as well as identify external opportunities and threats related to the company's internet marketing. As a result, the tool can be used to develop appropriate strategies, according to Chaffey and Ellis-Chadwick (2012). SWOT analysis was developed by the author based on the practical experience of Freedom Pay.

Strengths:

- Using a wide range of different internet marketing tools: content marketing, corporate website, landing page, blog, email marketing, lead magnets, etc.
- Advanced technology: Freedom Pay uses advanced technology to process payments, which makes transactions faster and more convenient.
- Established brand: Freedom Pay has established itself as a reliable and trustworthy brand in Kyrgyzstan's payment industry, which gives it a competitive advantage.
- Diverse product offerings: Freedom Pay offers a variety of payment products and services, such as mobile payments, online payments, and POS systems, which cater to different customer needs.

Weaknesses:

- Limited market share: Freedom Pay has a limited market share in Kyrgyzstan's payment industry, which may make it difficult to compete with larger, more established players.
- Dependence on partnerships: Freedom Pay relies on partnerships with banks and other financial institutions to expand its reach, which may limit its flexibility and ability to innovate.

Opportunities:

- Growing demand for digital payments: The growing demand for digital payments in Kyrgyzstan presents an opportunity for Freedom Pay to expand its customer base and market share.

- Government support: The Kyrgyz government has expressed support for the development of the country's payment industry, which could lead to more favorable regulatory conditions for Freedom Pay.

Threats:

- Intense competition: The payment industry in Kyrgyzstan is highly competitive, with established players such as Visa and Mastercard competing for market share.
- Cybersecurity risks: Freedom Pay's reliance on technology makes it vulnerable to cyber attacks, which could compromise its customers' personal and financial information.
- Economic instability: Kyrgyzstan's economy is vulnerable to external shocks, which could impact consumer spending and demand for payment services.

Freedom Pay possesses several advantages that can aid in its competitiveness within the Kyrgyz payment industry. These advantages include having strong brand awareness and utilizing advanced technology. Nevertheless, there are several obstacles that Freedom Pay must overcome, including its limited market share and susceptibility to cyber attacks, if it intends to attain enduring growth. Freedom Pay can improve its chances for success by leveraging opportunities like the increasing popularity of digital payments and governmental backing of the payment industry, while also managing threats such as intense competition and economic uncertainty. By doing so, Freedom Pay can establish a strong position in the Kyrgyzstan market and possibly explore opportunities in neighboring markets.

3.2.2 Current internet marketing activities

Freedom pay is an international company specializing in payment solutions for businesses. The slogan "Connecting Payments, Connecting the World" reflects the company's commitment to making payments convenient, simple and fast.

The conducted SWOT analysis of the company indicated a high level of use of Internet marketing tools. At the moment, freedom pay uses content marketing, a corporate website, a landing page, a blog, email marketing, lead magnets, etc. to promote products on the Internet, which in business realities is a good way to get additional profit.

The company's website contains the basic data necessary for the client to first get acquainted with the company's activities, in particular: a list of services, contacts, news, ordering rules, company history.

To request Freedom Pay service via the website, it is necessary to acquaint oneself with the guidelines for submitting an order: An application must be submitted electronically and must include:

- Full name;

- Name of the organization;
- Email address;
- Contact details;
- Website of your company;
- Promo code, if any;

The generated application is automatically sent to the service for consideration, after which you are given access to personal account and connect to the Freedom Pay service.

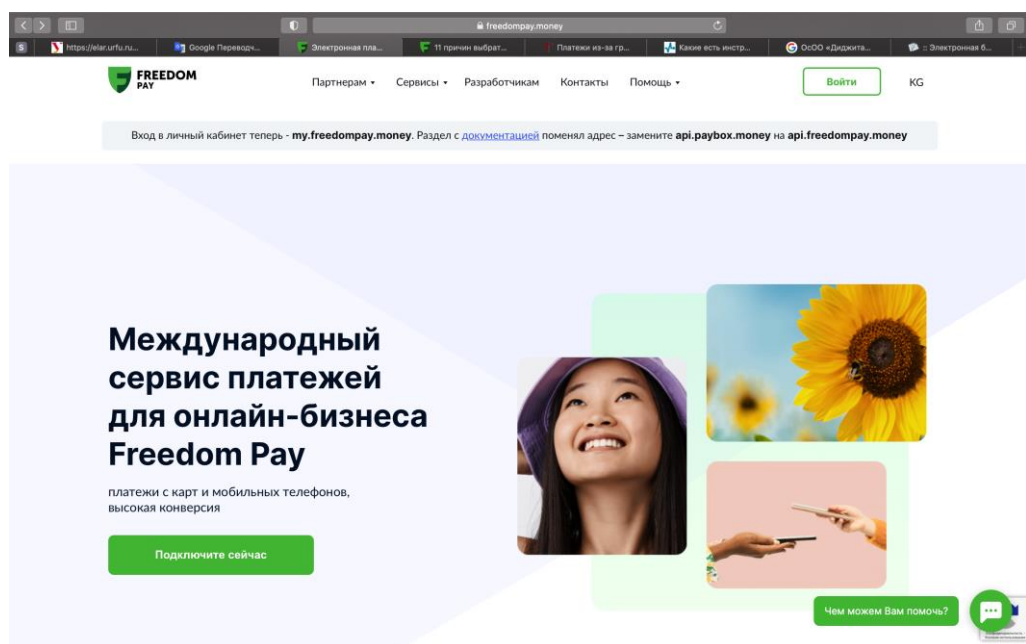


Figure 12. Freedom Pay corporate website

3.2.2.1 Strategy of Freedom Pay

As previously mentioned in the theoretical section, the initial set of instruments based on strategy. FreedomPay, being a dominant player in secure commerce technology within Central Asia, delivers a cloud-based system that facilitates the secure acceptance of payments, administration of transactions, and assessment of customer behavior for businesses of all magnitudes. FreedomPay's strategic plan is focused on furnishing novel and secure payment options that aid their customers' business expansion. The following are certain constituents of FreedomPay's strategy:

- Focusing on security: FreedomPay places a strong emphasis on security and compliance, and their platform is designed to meet the most stringent security standards. This helps to

protect their customers and their customers' customers from fraud and other security threats.

- Providing analytics and insights: FreedomPay's platform includes advanced analytics and reporting tools that allow their customers to gain insights into customer behavior, transaction patterns, and other key metrics. This information can be used to optimize pricing, promotions, and other aspects of their business.
- Partnering with other companies: FreedomPay has formed partnerships with a range of other companies, including payment processors, banks, and technology providers. These partnerships help to expand their reach and offer their customers a broader range of services.

FreedomPay's strategy is focused on providing secure and innovative payment solutions that help their customers grow their business. By focusing on security, providing analytics and insights, and partnering with other companies, they are well-positioned to continue to be a leader in the payments industry.

To effectively market a product or service, it's crucial to take into consideration the wants of the target audience and address any concerns or objections that may arise during their initial exposure to advertisements or websites. By first developing a marketing strategy based on thorough research and analysis of the target audience and competitors, one can then proceed to create a website and digital advertising campaign.

3.2.2.2 Web site

The first and main set of instruments concerns the website, which is an essential element for the promotion of products on the internet. A well-designed website should prioritize the user's experience and furnish them with a positive encounter. The Freedom Pay website incorporates several crucial components, including:

- Clear Navigation: The website has clear navigation, allowing users to easily find the information they need.
- Fast loading time: The website loads quickly. Due to slow navigation, users are more likely to leave if it takes too long to load.
- Mobile Adaptability: The website needs to be mobile friendly and adapt to different screen sizes as more and more users access the internet from mobile devices.
- Easy to read: The website has a clear and easy to read font that is consistent throughout the site.
- Well Organized: The website is well organized, the information is presented in a logical and easy to understand way.

- Quality Content: The website has quality, engaging content that is informative and useful to the user.

- Eye-Catching Visuals: The website includes eye-catching visuals such as images, infographics that help illustrate content and break up large blocks of text.

An important measure to improve the site is the SEO mechanism. SEO (search engine optimization) is important because it helps companies improve their online visibility and reach their target audience more effectively.

3.2.2.3 SEO

SEO pertains to the process of refining a website and its online presence to boost visibility and positioning on search engine result pages for pertinent keywords and phrases (Zhitnikov, 2022). The following outlines the measures taken by FreedomPay to enhance their SEO:

- Identified relevant keywords and phrases that people can use to find payment technology solutions. They used tools like Google Keyword Planner and SEMrush to find relevant keywords and their search volume.
- Optimized website content. They used specific keywords to optimize meta titles and descriptions.
- Improved website speed and performance with Google PageSpeed Insights.
- Social media management. Used social media platforms like Instagram, Telegram, Facebook to interact with customers and industry influencers.
- Regular tracking and analysis of results (website traffic, rankings) in Google Analytics to track site performance and SEO metrics.

By implementing these SEO steps, FreedomPay has improved its online visibility, driving more traffic to its website, and generating more leads and conversions for its payment technology solutions.

3.2.2.4 Content marketing

Content marketing is a marketing strategy that consists of creating and distributing valuable and useful materials that attract and hold the attention of the target audience, as well as promote a product or service (Stelzner, 2017).

Content marketing tools used by Freedom Pay:

1. Content and advertising on the site. The site <https://freedompay.money/kg> uses various types of content to attract the attention of customers and promote their services. For example, the following elements are placed on the main page of the site:

- Images demonstrating the operation of the payment service;
- Text blocks that describe the benefits of using the service;

- Buttons that allow you to go to pages with additional information about the service.

The site also contains the following content:

- Articles that describe the benefits of using the service and give advice on how to use it effectively;
- Videos that demonstrate the service and explain how to use it;
- Infographics that visually demonstrate the benefits of the service.

2. Social networks

Freedom Pay also uses social media to promote its services and capture the attention of customers. The company's pages on social networks regularly publish news, articles and other content that may be useful to customers.

3. Advertising

Freedom Pay also uses advertising to capture customer attention. For example, a company uses social media advertising to attract customers.

4. Email marketing

Freedom Pay also uses an email marketing tool. Email marketing helps build relationships with the audience as well as drive traffic to a blog, social media, or any other place a company wants people to visit. It helps customers to know about the latest updates or offers.

4. Methodology

In this section, the methodology and tools employed are presented, along with an explanation of the data analysis approach, as well as the main issues and challenges encountered during the process. In this research both qualitative and quantitative approaches was chosen, as is typical in social sciences and marketing research.

4.1 Research goal and stages

The objective of the research was to achieve a thorough comprehension of the subject matter by utilizing both qualitative and quantitative research techniques.

The research process comprised of three stages. The first stage involved reviewing the literature to establish the theoretical foundation of the thesis.

The second stage included conducting survey to verify the hypotheses established during the exploratory phase.

The third stage was data analysis and interpretation. The research goals were to gather comprehensive and grounded qualitative data from the perspective of insiders, to answer research questions by interpreting the responses of the interviewees, to identify patterns in interviews using quantitative analysis in SPSS and to identify best practices for the B2B segment.

4.2 Research design

Research is the process of developing new scientific knowledge, one of the types of cognitive activity. Research is characterized by objectivity, reproducibility, evidence, accuracy (Rakitov, 2001).

Research design is the plan or strategy used to conduct a research study. It outlines the procedures, methods, and techniques that will be used to collect and analyze data to address a specific research question or hypothesis. A well-designed research study helps to ensure that the data collected is valid and reliable, and that the results are meaningful and generalizable (Creswell, 2014).

The research design chosen for this study is descriptive research. Descriptive research aims to describe or summarize a phenomenon, situation, or population by gathering and examining data. Its objective is to offer a complete representation of the topic being studied by revealing its qualities, patterns, and connections (Singh, 2010).

Descriptive research can take many forms, including surveys, observational studies, case studies, and content analyses. Surveys are frequently used to gather information from a large number of people via questionnaires or interviews. Observational studies entail methodical observation and recording of behaviors or events without intervention or

manipulation. Case studies concentrate on a specific individual, group, or organization and offer a detailed analysis of their characteristics and experiences. Content analyses scrutinize the contents of written or visual materials like books, websites, or social media posts (Erickson, 2017).

Descriptive research is often the initial step in a research project since it provides a basis for further inquiry and hypothesis testing. It can also be utilized to evaluate the effectiveness of interventions or policies, detect trends and changes over time, and compare various groups or populations (Goswami, 2015).

To study the peculiarities of using Internet marketing tools and their effectiveness in B2B companies, a quantitative survey method was used. This type of research, allows you to get a quantifiable assessment on a limited range of issues from a large number of respondents. This method allows you to process the information obtained using statistical methods (Karasev, 2019) .

Possibilities of field stage of marketing research are expanding every year due to development of modern technologies and means of communication. The author of the thesis conducted a quantitative survey using Google forms, social networks, professional forums and chat rooms. The use of modern technologies allowed me to interview specific groups of respondents and simplify the stage of preparing information for analysis. For collecting the relevant input, the questionnaire was developed based on literature review and qualitative research. The survey was administered to a sample of B2B companies that use internet marketing tools to promote their business. The sample was selected using a purposive sampling technique to ensure that only B2B companies that use internet marketing tools participate in the study.

The survey consists of 15 questions that was divided into two sections. The first section collects information on the role of the participant in the company, the familiarity with internet marketing tools, and the use of internet marketing tools. The second section collects information on the effectiveness of internet marketing tools, the KPIs used to measure the effectiveness, the benefits and challenges of using internet marketing tools, the outsourcing of internet marketing services, and the social networks used for marketing. Case study methodology also was implemented during this research project. A case study is a research method that involves an in-depth examination of a single case or a small number of cases. The case could be an individual, a group, an organization, a product, a service, or a web site. Case studies are often used to gain insights into complex phenomena

and to understand the relationships between variables in a real-life setting (Malhotra, 2010).

By utilizing the case study methodology, the author was able to thoroughly investigate the intricate phenomenon of B2B internet marketing in the setting of a particular company and offer a comprehensive response to the research inquiries.

4.3 Quantitative data collection

The outline of the research design serves as a guide for researchers to select appropriate data collection techniques and analysis procedures. There are two main types of data: primary and secondary data. Primary data are collected specifically for the research being conducted, while secondary data are data that have been previously collected for other purposes (Kara, 2013). Primary data can provide valuable insights tailored to the researcher's needs, but can also be expensive and time-consuming to collect. Secondary data, on the other hand, can be collected quickly, easily and at a lower cost. However, researchers should be cautious about the relevance and accuracy of secondary data, as it was not originally collected for the purpose of their research. It is important to review the available secondary sources before collecting primary data, as secondary data can help researchers answer specific research questions and gain more insights for interpreting primary data (Patzner, 1995).

The author determined that to adequately address the research questions, both primary and secondary data would need to be gathered.

In order to examine the current status of the case company's internet marketing, the author examined the company's tools which they implement, including the content of its corporate website.

However, the author concluded that relying solely on secondary data would not be sufficient to answer all the research questions, so author also collected primary data by conducting survey to gain a deeper insight into the topic under investigation.

4.4 Instrument – Online questionnaire

Quantitative methods were collected with the help of an online survey compiled by the author. The survey is a method of collecting empirical information in marketing research, which involves, firstly, the verbal or written address of researchers to a certain group of people with questions, the content of which reflects the problem under study at the level of

empirical indicators; secondly, the registration and statistical processing of the responses, as well as their theoretical interpretation (Anurin, Muromkin & Evtushenko, 2004).

The purpose of a survey is to find out people's subjective opinions, their preferences, beliefs, and attitudes regarding an object.

Online surveys provide a number of significant advantages over paper-and-pencil surveys, which is why academics are particularly drawn to them. These include shorter response times, lower costs, simpler data entry, greater format flexibility and control, technological advancements, recipient acceptance of the format, and the capacity to gather more response-set data.

Numerous advantages of the online survey are listed by Granello and Wheaton (2004):

- A faster response time. The fact that web-based surveys significantly shorten response times is one of its main benefits (Lazar & Preece, 1999). According to Farmer (1998), the average turnaround time for traditional mail surveys is 4 to 6 weeks, 2 to 3 weeks for telephone surveys, and approximately 2 to 3 days for web-based surveys.
- Decreased price. Due to the absence of printing, mailing, and stationery costs, expenditures for Web-based surveys can be significantly lower than those for traditional postal surveys (Bauman et al., 1998).
- Control and flexibility over the format. Researchers can employ versatile design formats on the Web, including animation, split screens, embedded programs, graphics, novel question displays, and split screens. In contrast to paper-and-pencil surveys, which permit respondents to flip back and forth between the pages and change answers, researchers may more easily regulate the order in which respondents respond to the questions with online surveys (Wyatt, 2000).
- Acceptance of the format by the recipient. According to Conboy, Domar, and O'Connell (2001), an online survey provided the necessary promises of anonymity to permit respondents to provide truthful information. Participants appear to accept promises of anonymity and confidentiality.
- Find out more about the response-set. Web-based surveys allow for the tracking of details like response time and day of the week.

Only closed questions were utilized in the online survey. The answer to the closed question should yield more reliable statistical data that is simple to aggregate. To assess the degree of significance, closed-ended questions were employed with a five-point Likert scale that increased in intensity, ranging from 1 denoting insignificance to 5 denoting utmost importance.

Since there was no comparable questionnaire available, the survey questions were created by the author. However, the theories and studies discussed in the literature review served as the foundation for the questions.

4.5 Sample

The research questions and aims of this study are limited to a particular aspect of B2B internet marketing. Consequently, surveying the whole population would not be feasible. Thus, it is necessary to choose an appropriate sampling method to select a sample for the research. A sample is a subset of the population that is selected to participate in a study. Sampling techniques enable researchers to minimize the amount of data needed by examining information from a subgroup rather than the entire population (Ardilly, 2006). For this study, a non-probability sampling method of purposive sampling was employed to identify suitable participants for interviews who could provide valuable perspectives on the topic and aid in addressing the research questions. Purposive sampling is a non-probability sampling approach where participants are not selected at random, but instead chosen strategically to ensure that the sample will be most advantageous in achieving the study's objectives and answering the research questions, according to Chandra (2021). The researcher uses his own judgement to select individuals who can provide the most appropriate and comprehensive data in the specific research area (Levy, 1991). The survey was aimed at engaging decision-makers, marketing professionals, sales specialists, and senior managers responsible for strategic development of the companies. Specifically, the survey targeted individuals working in the consulting, marketing, financial, and banking sectors.

4.6 Data analysis

Once the primary data has been collected, it needs to be processed and examined. Data analysis is not just the processing of information after it has been received and collected; it is a mean of testing hypotheses. The goal of any data analysis is to understand the whole situation under study (identifying trends, including negative deviations from the plan, predicting and making recommendations) (Kazakova, 2021).

Quantitative data analysis is a statistical approach to interpreting numerical data. It involves collecting, processing, and interpreting numerical data using mathematical and statistical methods to identify patterns, trends, and relationships between variables (Creswell, 2014).

It is a critical step in scientific research and is widely used in various fields, including economics, social sciences, psychology, and marketing, among others.

Quantitative data analysis begins with data collection, where researchers gather numerical data using various research instruments, including surveys, experiments, and observations (Hair, Black&Babin, 2018). The collected data is then processed and analyzed using statistical software and methods. There are several statistical techniques used in quantitative data analysis, including descriptive statistics, inferential statistics, and regression analysis (Mamontov, 2010).

In order to analyse the quantitative data collected during online questionnaire, the researcher has chosen to apply the method of regression analysis.

Regression analysis is a statistical technique that is commonly used in research to determine the relationship between two or more variables and predict future outcomes. It involves estimating the values of one or more variables based on the values of one or more predictor variables (Nosko, 2022).

5. Results and suggestions

5.1 Introduction

Chapter 4's methodological process provided the framework for analyzing and interpreting the collected research data. In this chapter, the research questions are addressed, the responses to questions are interpreted, the hypothesis are tested and important quotations are highlighted.

5.2 Results of survey

The first question presented in the online questionnaire inquired about the participant's position or responsibilities within their organization.

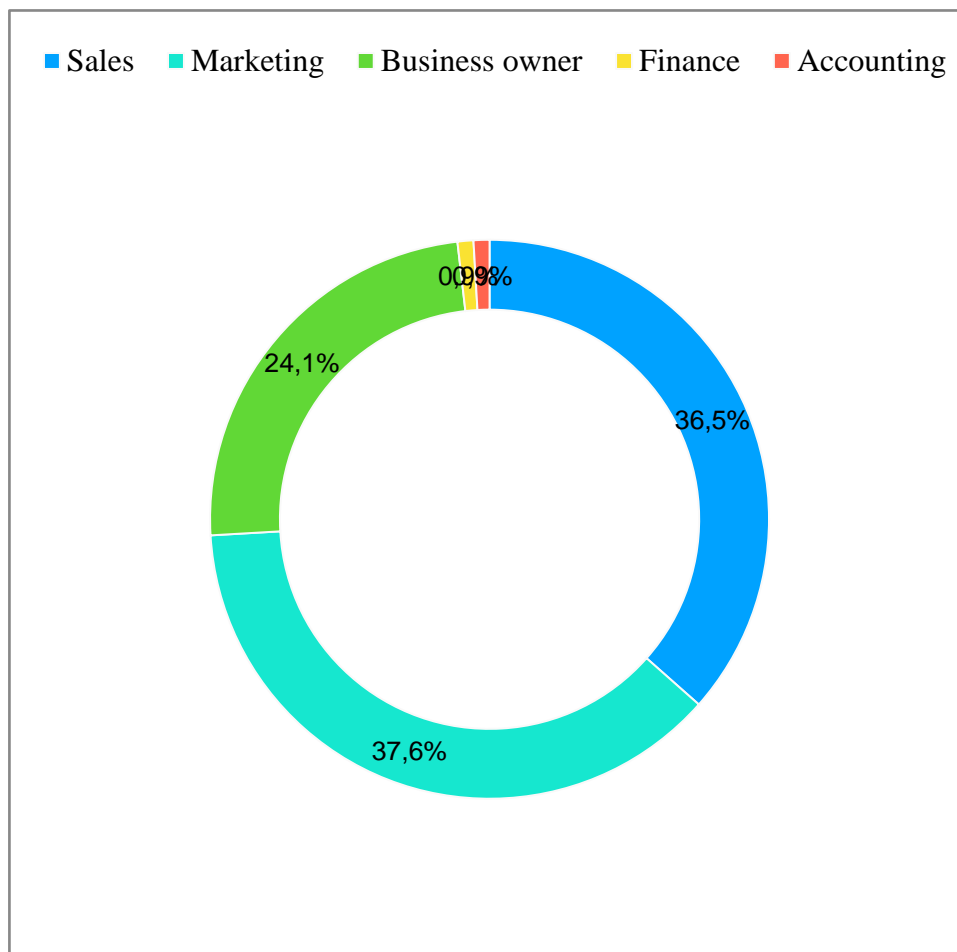


Figure 13. Percentage of people surveyed

Source: own work based on the online questionnaire

The provided diagram presents the proportions of respondents who were participated in online survey. Of the individuals surveyed, 35.8% fell under the Sales category, while 36.8%

were classified under Marketing. The Business Ownership category comprised 23.6% of the respondents, while the Finance and Accounting categories accounted for 0.9% each.

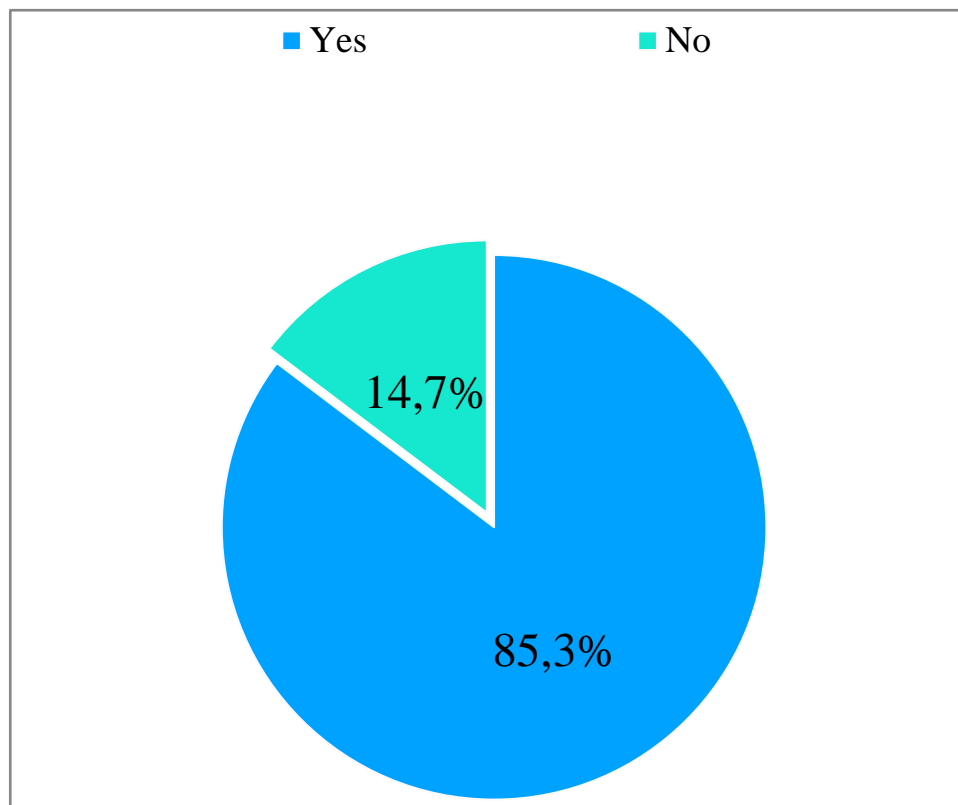


Figure 14. Percentage of people used internet marketing to promote B2B business

Source: own work based on the online questionnaire

The presented figure depicts the percentage of individuals who have employed internet marketing to advertise their B2B business.

According to the data presented, it can be inferred that a significant proportion of the respondents, specifically 85,3%, have leveraged internet marketing strategies to promote their B2B business. In contrast, 14,7% of the surveyed individuals have chosen not to employ internet marketing as a means of advertising their B2B business.

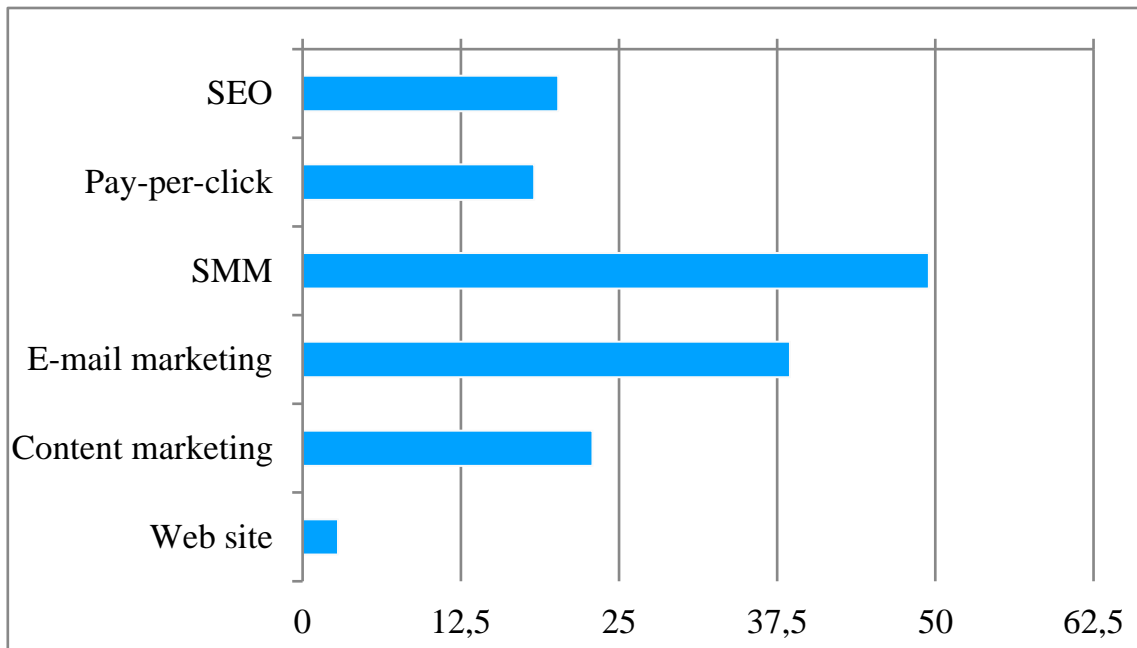


Figure 15. The most essential tools of internet marketing

Source: own work based on the online questionnaire

The presented diagram showcases the various internet marketing tools utilized by respondents, such as Search Engine Optimization (SEO), Pay-per-click (PPC), Social Media Marketing (SMM), Email Marketing, Content Marketing and Website.

Approximately one-fifth (20.2%) of the respondents employ SEO to promote their products or services. Around one-sixth (18.3%) of the respondents utilize Pay-per-click (PPC) advertising. A significant proportion of the respondents (49.5%) opt for Social Media Marketing (SMM) as an effective marketing strategy. Meanwhile, a considerable percentage of the respondents (38.5%) leverage Email Marketing as a promotional tool. Additionally, more than one-fifth of the respondents (22.9%) rely on Content Marketing to boost their marketing efforts. It is notable that only a small percentage of the respondents (2.8%) use their website for internet marketing.

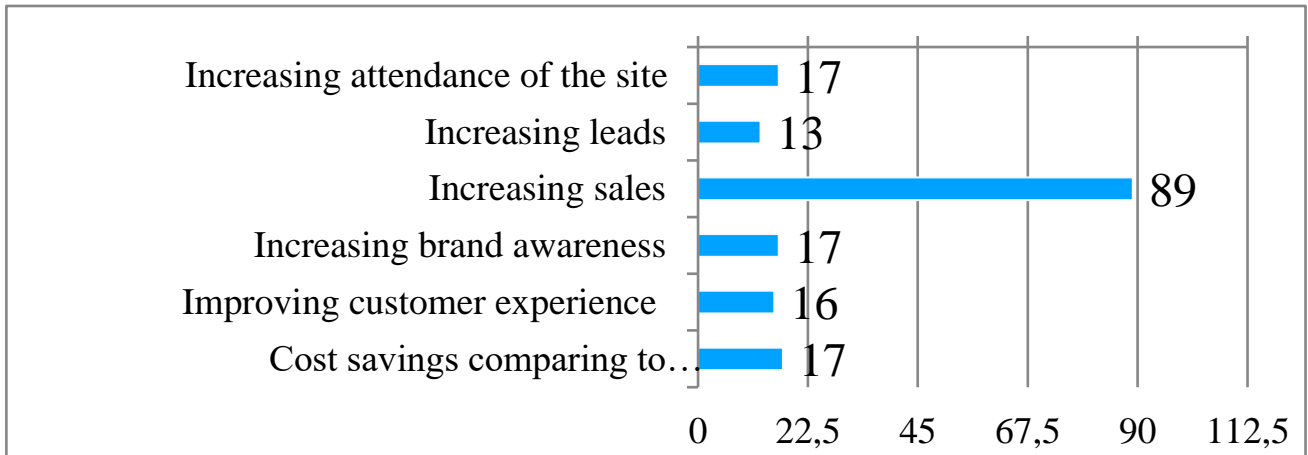


Figure 16. Advantages of using internet marketing tools

Source: own work based on the online questionnaire

The survey data presented in this diagram pertains to the advantages that firms have gained from using internet marketing tools. These benefits are identified as increasing website traffic, generating more leads, boosting sales, enhancing brand awareness, improving customer experience, and cost savings compared to traditional marketing.

According to the data interpretation, the most frequently reported benefit is a boost in sales, with a percentage of 89%, which highlights the importance of internet marketing in driving revenue for businesses. The data also suggests that cost savings in comparison to traditional marketing methods are reported as a benefit, with a percentage of 17.4%. Furthermore, the other benefits, including increasing website traffic, generating more leads, enhancing brand awareness, and improving customer experience, have percentages ranging from 12.8% to 16.5%.

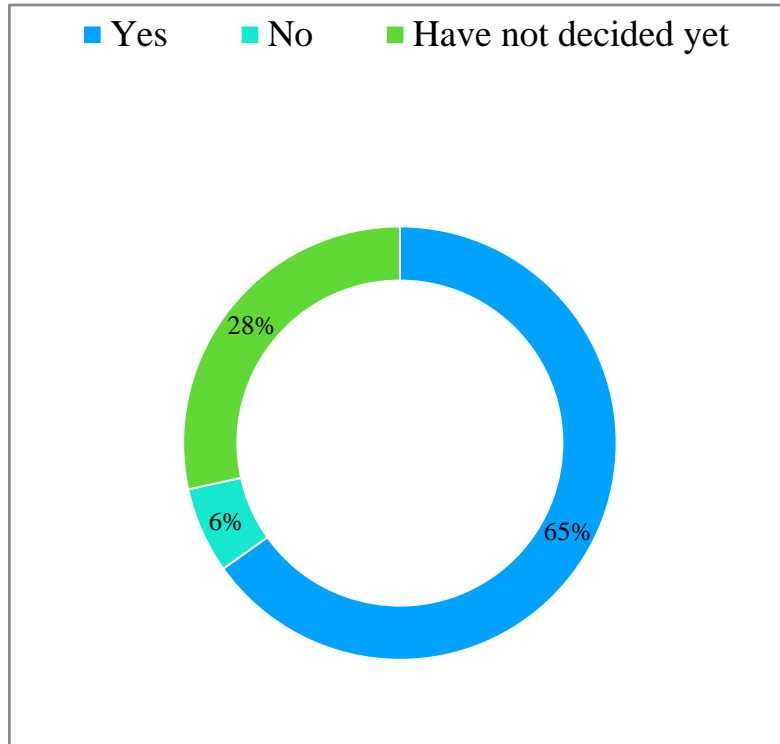


Figure 17. Planning to increase company's Internet marketing budget in 2024

Source: own work based on the online questionnaire

The above diagram shows the plans of companies regarding their Internet marketing budget for 2024.

The majority of companies, with a percentage of 65.1%, have indicated that they plan to increase their Internet marketing budget for 2024, which suggests a growing interest in leveraging digital marketing channels to promote their businesses. A small percentage of companies, with a percentage of 6.4%, have indicated that they do not plan to increase their Internet marketing budget for 2024. The remaining companies, with a percentage of 28.4%, have not yet made a decision about whether or not to increase their Internet marketing budget for 2024.

5.3 Quantitative research

In this study, the SPSS statistical software was utilized for the purpose of conducting quantitative analysis on the collected data. The outcomes of this analysis indicate that all of the research hypotheses put forward for investigation have been confirmed. This suggests that the data obtained from the sample is consistent with the theoretical framework upon which the hypotheses were formulated. Thus, the findings of this study lend support to the

validity of the research questions and the methodology employed. It is important to acknowledge, however, that the results of this study are limited to the specific sample and context investigated and may not be generalizable to other populations or settings.

5.3.1 SPSS analysis

SPSS is a statistical software tool called Statistical Package for the Social Sciences (SPSS) to analyze, manage, and visualize data in various fields, such as social sciences and business. Notably, SPSS is widely used in market research and business intelligence to analyze consumer behavior and market trends (IBM, SPSS Statistics).

5.3.1.1 First hypothesis

In the research were used cross-tabulation analysis for examining the relationship between variables - increasing sales and planning to increase the budget on internet marketing tools. Cross-tabulation analysis is a statistical method frequently utilized in social sciences and other disciplines to investigate the association between two or more categorical variables. In SPSS, cross-tabulation analysis involves constructing a contingency table that displays the frequency of observations for each combination of values of two or more categorical variables (Field,2013).

The study hypothesized that a significant relationship exists between these two variables (H1), whereas the alternative hypothesis posited that no significant relationship exists between them (H0).

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Increasing sales * Do you plan to increase budget on internet marketing	78	71,6%	31	28,4%	109	100,0%

Figure 18. Case processing summary

Source: own work based on the online questionnaire

The total number of respondents considered in the analysis was 109, of which 78 (71.6%) were deemed valid and 31 (28.4%) were classified as missing. The objective of the analysis was to explore the association between two categorical variables, namely "Increasing sales" and "Planning to increasing budget on internet marketing tools" by employing cross-

tabulation method. Among the total cases, 78 had valid responses for both variables and were included in the analysis.

Increasing sales * Do you plan to increase budget on internet marketing Crosstabulation

		Do you plan to increase budget on internet marketing		Total	
		Yes	No		
Increasing sales	,00	Count	5	4	9
		Expected Count	8,2	,8	9,0
		% within Increasing sales	55,6%	44,4%	100,0%
		Residual	-3,2	3,2	
		Adjusted Residual	-4,0	4,0	
	Yes	Count	66	3	69
		Expected Count	62,8	6,2	69,0
		% within Increasing sales	95,7%	4,3%	100,0%
		Residual	3,2	-3,2	
		Adjusted Residual	4,0	-4,0	
Total	Count	71	7	78	
	Expected Count	71,0	7,0	78,0	
	% within Increasing sales	91,0%	9,0%	100,0%	

Figure 19. Cross tabulation

Source: own work based on the online questionnaire

This cross-tabulation table displays the frequency of observations for each combination of the two variables. The table shows that out of 78 valid cases, 69 respondents answered "yes" to the question of whether they plan to increase their budget on internet marketing tools, while 9 respondents answered "no." Among those who answered "yes," 66 reported an increase in sales, while 3 reported no increase in sales.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15,669 ^a	1	<,001		
Continuity Correction ^b	11,145	1	<,001		
Likelihood Ratio	10,057	1	,002		
Fisher's Exact Test				,003	,003
Linear-by-Linear Association	15,468	1	<,001		
N of Valid Cases	78				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is ,81.

b. Computed only for a 2x2 table

Figure 20. Chi-square test

Source: own work based on the online questionnaire

P-value is 0.01, it means that there is only a 1% probability of getting the results by chance, assuming that the null hypothesis is true. The significance level of 0.01 is generally considered to be statistically significant, which means that there is strong evidence against the null hypothesis and it can be rejected with confidence. A lower p-value indicates a stronger evidence against the null hypothesis and a greater likelihood of finding a relationship between the variables under analysis (Field, 2013).

5.3.1.2 Second hypothesis

The hypothesis being tested is whether Social media marketing (SMM) is one of the most profitable internet marketing tools. The null hypothesis (H₀) states that SMM is not one of the most profitable internet marketing tools, while the alternative hypothesis (H₁) states that it is.

During the analysis, cross tabulation statistical tests conducted to determine whether the data supports the null or alternative hypothesis.

**SMM * Range of average ROMI for the period 2021–2022
Crosstabulation**

		Range of average ROMI for the period 2021–2022		Total	
		less than 200%	more than 200%		
SMM	,00	Count	29	26	55
		Expected Count	25,2	29,8	55,0
		% within SMM	52,7%	47,3%	100,0%
		Residual	3,8	-3,8	
		Adjusted Residual	1,4	-1,4	
		Yes	Count	21	33
Yes		Expected Count	24,8	29,2	54,0
		% within SMM	38,9%	61,1%	100,0%
		Residual	-3,8	3,8	
		Adjusted Residual	-1,4	1,4	
		Total	Count	50	59
Total		Expected Count	50,0	59,0	109,0
		% within SMM	45,9%	54,1%	100,0%

Figure 21. Cross tabulation

Source: own work based on the online questionnaire

This table shows a cross tabulation of two variables, namely "SMM" and "Range of average ROMI for the period 2021-2022". The table is divided into two rows for SMM (Yes and No) and two columns for the range of average ROMI (less than 200% and more than 200%). The presented table provides data regarding the individuals who were involved in the survey, including the total number of respondents and how many of them use social media marketing (SMM) as an internet marketing tool. Additionally, the table delineates the distribution of respondents according to their ROMI metric and whether they utilize SMM or not.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,102 ^a	1	,147		
Continuity Correction ^b	1,581	1	,209		
Likelihood Ratio	2,109	1	,146		
Fisher's Exact Test				,180	,104
Linear-by-Linear Association	2,082	1	,149		
N of Valid Cases	109				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 24,77.

b. Computed only for a 2x2 table

Figure 22. Chi-square test

Source: own work based on the online questionnaire

The Chi-Square Tests in the table provide statistical results for analyzing the association between the variables in the Cross tabulation table, specifically the relationship between SMM usage and the range of average ROMI. The Pearson Chi-Square value of 2.102 with 1df indicates that there is no statistically significant relationship. A higher p-value indicates that the results of a statistical test are less significant, meaning that the null hypothesis (H₀) cannot be rejected. In other words, the data does not provide sufficient evidence to support the alternative hypothesis (H₁)(Field, 2013).

5.3.1.3 Third hypothesis

The third hypothesis was assessed by conducting a Spearman correlation analysis. Spearman correlation is a non-parametric measure of rank correlation between two variables, which assesses how well the relationship between two variables (Salkind, 2010).

Correlations

		How effective internet marketing tools for your business	Number of tools
Spearman's rho	How effective internet marketing tools for your business	Correlation Coefficient	1,000
		Sig. (2-tailed)	.001
		N	109
	Number of tools	Correlation Coefficient	,307**
		Sig. (2-tailed)	,001
		N	109

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 23.Spearman correlation

Source: own work based on the online questionnaire

The Spearman correlation analysis between the variables "How effective internet marketing tools for your business" and "Number of tools" is presented in the table. The correlation coefficient between the two variables is 0.307, and the p-value is 0.001, which is statistically significant. This suggests a moderate positive correlation between the two variables. The correlation is significant at the 0.01 level, indicating a low probability (less than 1%) that the correlation coefficient occurred by chance. However, it is important to note that the sample size in this analysis is relatively small (n=109), and a larger sample would be needed to confirm the significance of the correlation. In conclusion, these results suggest that as the number of internet marketing tools used by a business increases, the perceived effectiveness of those tools also tends to increase moderately.

6. Conclusion and suggestions

6.1 Conclusion

The theoretical and practical provisions of the Internet promotion of B2B companies' products developed in the dissertation research can serve as the basis for further research on the problems of marketing on the Internet. The prospects for further study of the Internet promotion of B2B companies in Kyrgyzstan are due to the fact that the coverage of consumers in the domestic market of Internet technologies is rapidly increasing every year. Internet promotion is of particular importance for B2B companies, since a huge number of buyers are increasingly focused on an independent search for suppliers of goods and services, primarily on the Internet. That is why the competent inclusion of Internet marketing tools allows companies to significantly increase the awareness of potential customers about the products and the company itself, and most importantly, increase sales.

The study revealed a number of features of the use of Internet promotion tools in the B2B market.

One of the key features is the specific content of the B2B site. In the B2B field, detailed product descriptions, voluminous texts, and cross-sectional product presentations are welcome. In addition, a company's B2B website should be filled with descriptions, numbers, research results, achievement data, and other important business metrics.

The moment with the targeted actions of users on the site is noteworthy. Product promotion involves the process of "warming" the client, and the website in this case plays the role of a link, the transition from getting to know the product to buying it. A suitable target action for B2B company websites is getting a free consultation from a professional.

Unlike a B2C site, the company's site serves as informational assistance, proof of quality and a guarantee for the client. If the site was visited by the person making the decision to order, most likely he takes on a lot of responsibility and needs help. That is why on the websites of B2B companies, unlike others, a personal commercial offer and the ability to calculate the individual cost of the project are important.

The analysis of the use of Internet promotion tools in B2B markets revealed significant differences between the world and Kyrgyz experience.

Based on the secondary data analyzed by M vector, it was revealed that a substantial proportion (37%) of respondents from Kyrgyzstan do not utilize internet marketing to promote their products. However, in my research on internet marketing tools, only a minority of respondents (14.7%) reported not employing such tools. This difference in findings may

be attributed to the fact that my study solely targeted respondents from Bishkek, and not the entire population of Kyrgyzstan.

Another result of the research is the list of tools used. Thus, global B2B companies focus on the “content marketing” tool, believing that properly conducted content marketing can bring to the fore the unique experience of a distributor, helps to gain trust and build closer relationships with customers. That is, it allows you to do something that competitors cannot easily copy. Kyrgyz B2B companies are accustomed to using standard internet marketing tools such as a SMM, corporate website and search engine optimization.

In conclusion, the use of Internet marketing tools has proven to be highly effective in the B2B industry. With the advent of digital technology and the increasing use of the internet, companies have shifted their marketing efforts towards digital channels, resulting in improved customer engagement, higher conversion rates, and increased brand awareness.

Moreover, internet marketing has made it easier for B2B companies to reach a wider audience at a lower cost. Unlike traditional marketing methods, such as print ads, billboards, and TV commercials, which are costly and have limited reach, digital marketing allows companies to connect with potential customers globally, 24/7, through various online channels like social media, email, and search engines. This not only saves money but also allows companies to compete with larger firms, irrespective of their size and budget.

Another advantage of internet marketing is its ability to provide real-time feedback and analysis. With the help of various analytics tools, companies can measure the success of their marketing campaigns and track the return on marketing investment (ROMI). This allows them to make data-driven decisions and adjust their marketing strategies accordingly, leading to better results and higher profitability.

The effectiveness of internet marketing tools in B2B companies cannot be denied. With the increasing digitization of the business world, companies that fail to leverage the power of digital marketing are likely to fall behind their competitors. However, to maximize the benefits of internet marketing, companies need to have a clear understanding of their target audience, as well as the right mix of marketing tools and strategies. With the right approach, internet marketing can help B2B companies grow their businesses, reach new customers, and stay ahead of the curve.

6.2 Suggestions

The primary objective of the present investigation was to ascertain effective strategies for managing internet marketing activities in a B2B company to enhance efficiency and profitability. Specifically, this inquiry explored the internet marketing channels utilized by

Freedom Pay, the case company, and examined the tactics that managers should employ for each channel to optimize the efficiency of digital marketing. Furthermore, the study aimed to develop an internet marketing plan for Freedom Pay that includes recommendations for selecting an appropriate mix of internet marketing tools and practical guidelines for managing digital channels.

6.2.1 Suggestion for case company

The conclusive outcome of this thesis proposes precise recommendations for effective implementation of internet marketing campaigns. However, in order to attain the triumph of a comprehensive digital marketing scheme, Freedom Pay ought to integrate these guidelines into an existing internet marketing strategy that encompasses systems for monitoring, control and evaluation. The dynamic nature of the marketing landscape necessitates that marketers should always be prepared to adopt novel methodologies and instruments, hence adhering exclusively to established practices may result in being outpaced by competitors.

In general, Freedom Pay serves as a noteworthy example of how internet marketing tools can be utilized effectively, albeit with some areas for improvement. In light of this, there are several potential recommendations.

Firstly, collaborating with social media influencers who have a substantial following and influence over their audience can be an effective way for Freedom Pay to promote their brand, increase brand awareness, and reach a broader audience.

Secondly, Investing in search engine optimization (SEO) strategies to increase the visibility and accessibility of the company's online presence.

Thirdly, producing informative, engaging, and helpful content in the form of blog posts, videos, infographics, and other content marketing strategies can be a powerful tool to engage and attract customers.

Lastly, monitoring and analyzing their internet marketing efforts regularly, utilizing analytics tools to track website traffic, conversion rates, and other critical metrics, can help Freedom Pay identify the strengths and weaknesses of their marketing strategies, enabling them to adjust and optimize their approach accordingly.

6.2.2 Suggestions to the managers of Kyrgyz companies

The world of B2B marketing is evolving at a rapid pace, and in order to stay ahead of the competition, B2B companies in Kyrgyzstan need to adopt new marketing tools that can help them differentiate themselves from their competitors. Video marketing, AI, and chatbots are just a few examples of the many new tools that B2B companies can use to engage with customers in innovative ways. These tools allow companies to provide personalized

experiences for their customers, creating a sense of value and loyalty that can drive sales and increase revenue.

In addition to adopting new tools, B2B companies can also benefit from a focus on content marketing. By creating high-quality, informative content that speaks directly to the needs and interests of their target audience, B2B companies can build closer relationships with their customers and establish themselves as thought leaders in their industry. This can help to increase brand awareness, drive traffic to the company's website, and ultimately lead to increased sales.

Customizing the company's website to meet the specific needs of B2B customers is another key strategy for success in this space. B2B customers tend to be more interested in detailed product descriptions, research results, and business metrics than their B2C counterparts. By providing this information in a clear and concise manner, B2B companies can improve the customer experience and provide their customers with the information they need to make informed decisions.

Finally, it is crucial that B2B companies use analytics tools to measure and analyze the results of their internet marketing campaigns. By tracking the performance of their campaigns in real-time, B2B companies can identify areas where they are succeeding and areas where they need to make improvements. This data can be used to adjust the company's marketing strategy, ensuring that they are always optimizing their efforts for maximum impact.

The world of B2B marketing is constantly evolving, and B2B companies in Kyrgyzstan must be willing to adapt and evolve with it. By adopting new marketing tools, focusing on content marketing, customizing their website for B2B customers, and measuring and analyzing the results of their campaigns, B2B companies can improve their internet marketing efforts and maintain their competitiveness in the digital landscape.

7. Summary

The aim of the thesis is to investigate how B2B companies can employ internet marketing tools to enhance their effectiveness. The study utilized a mixed-method approach, starting with a comprehensive literature review of previous studies on internet marketing tools and their efficacy in B2B companies, followed by a survey of 109 respondents of B2B companies representatives to gather primary data on the use of internet marketing tools and their effectiveness.

The study found that internet marketing tools could significantly enhance B2B companies' effectiveness, with search engine optimization (SEO), email marketing, and social media marketing (SMM) being the most effective. Moreover, there was a moderate positive correlation between the number of internet marketing tools used and the effectiveness of B2B companies.

Based on the findings, the thesis concludes that B2B companies could enhance their effectiveness by utilizing a strategic approach to internet marketing and focusing on specific internet marketing tools. The thesis recommends the adoption of an integrated internet marketing strategy. Additionally, it suggests that B2B companies regularly evaluate and review their internet marketing strategy to maintain its effectiveness.

The study provides practical recommendations for B2B companies in Kyrgyzstan and some suggestions to case company Freedom Pay, seeking to improve their effectiveness via internet marketing tools, and contributes to the understanding of internet marketing in B2B companies.

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Appendix

Appendix 1: Online questionnaire

1. What is your role in the B2B company?

- a) Sales
- b) Marketing
- c) Business owner
- d) Other (please specify):

2. How familiar are you with internet marketing in the B2B market?

- a) Totally unfamiliar
- b) A little familiar
- c) Moderately familiar
- b) Very familiar
- c) Expert

3. Have you ever used internet marketing to promote your B2B business?

- a) Yes
- b) No

4. What types of internet marketing have you used? (multiple answers)

- a) Search engine optimization (SEO)
- b) Pay-per-click (PPC) advertising
- c) Social media marketing
- d) Email marketing
- e) Content marketing
- f) Web site
- g) Other (please specify):

5. How effective have these internet marketing methods been for your B2B business?

- a) Not effective at all
- b) Slightly effective
- c) Effective
- d) Very effective

e) Extremely effective

6. What KPI's does your company use to measure the effectiveness?

- a) ROMI
- b) CTR
- c) CPC
- d) CAC
- e) CPL
- f) CTB
- g) CTI
- h) Other (please specify)

7. What is the range of average ROMI values for the period 2021-2022?

- a) Less than 100%
- b) 100%-200%
- c) 200%-300%
- d) Over 300%

8. What benefits have you experienced from using internet marketing in the company?

(multiple answers)

- a) Increased website traffic
- b) Increased leads
- c) Increased sales
- d) Improved brand awareness
- e) Improved customer engagement
- f) Cost savings compared to traditional marketing
- g) Other (please specify):

9. What challenges have you faced when implementing internet marketing? (multiple answers)

- a) Lack of resources (time, money, personnel)
- b) Difficulty creating engaging content
- c) Difficulty keeping up with changing trends/technology
- d) No difficulties

e) Other (please specify):

10. Have you ever outsourced internet marketing services for your B2B business?

a) Yes

b) No

11. What factors do you consider when choosing an internet marketing provider for your B2B business? (multiple answers)

a) Cost

b) Reputation

c) Experience in B2B market

d) Range of services offered

e) Other (please specify):

12. What social networks does the company use?

a) Instagram

b) Facebook

c) LinkedIn

d) Twitter

e) Telegram

f) Others (please specify):

13. How does internet marketing compare to traditional marketing in the B2B market?

a) Not effective

b) Less effective

b) Equally effective

c) More effective

d) Can not give an answer

14. Do you plan to increase your company's budget for Internet marketing in 2023?

a) Yes

b) No

c) Have not decided yet

15. Would you recommend internet marketing to other businesses in the B2B market? Why or why not?

- a) Yes, because it has been effective for our business
- b) Yes, but with limitations
- c) No, because it has not been effective for our business
- d) No, because we have not tried it yet

DECLARATION

on authenticity and public assess of final essay/thesis/master's thesis/portfolio¹

Student's name: Esenaliara Ziiapu!
Student's Neptun ID: MOB90M
Title of the document: The effectiveness of Using internet marketing tools in B2B
Year of publication: 2023
Department: Management and Leadership

I declare that the submitted final essay/thesis/master's thesis/portfolio² is my own, original individual creation. Any parts taken from an another author's work are clearly marked, and listed in the table of contents.

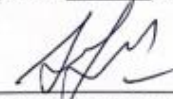
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¹Please select the one that applies, and delete the other types.

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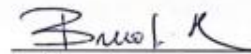
STATEMENT ON CONSULTATION PRACTICES

As a supervisor of Esenalieva Ziiagu (Student's name) MOBJOM (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend/don't recommend² the final essay/thesis/master's thesis/portfolio to be defended in a final exam.

The document contains state secrets or professional secrets: yes no³

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