

**СОВРЕМЕННЫЕ
ИНСТРУМЕНТЫ
МАРКЕТИНГА В2В**

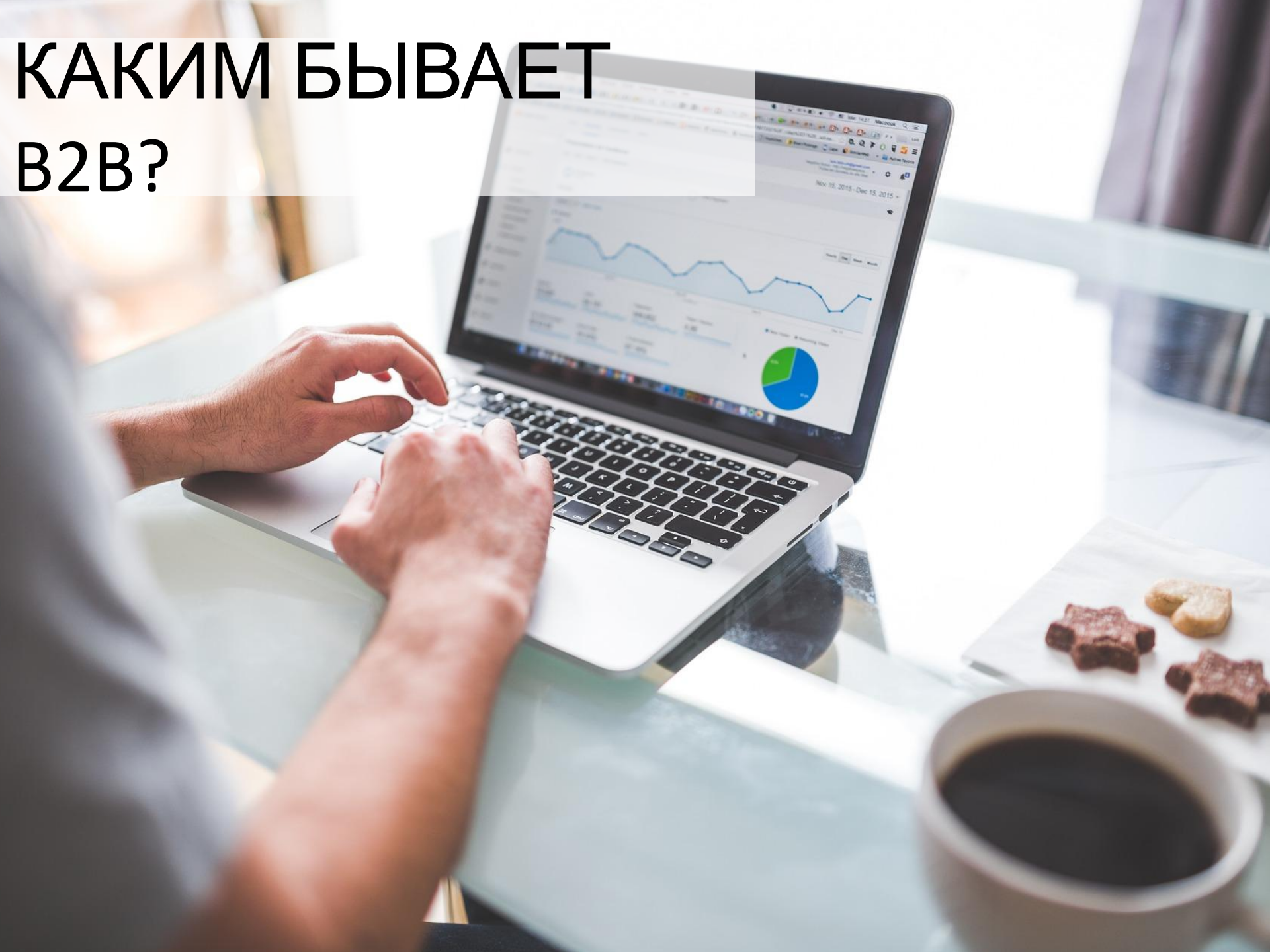
КАКИМ БЫВАЕТ B2B?



КАКИМ БЫВАЕТ В2В?



КАКИМ БЫВАЕТ B2B?



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КАКИМ БЫВАЕТ
B2B?

Orion CALLTECHTM
CALL CENTER TRAINING INSTITUTE
ISO 9001:2000

City & Guilds
LONDON

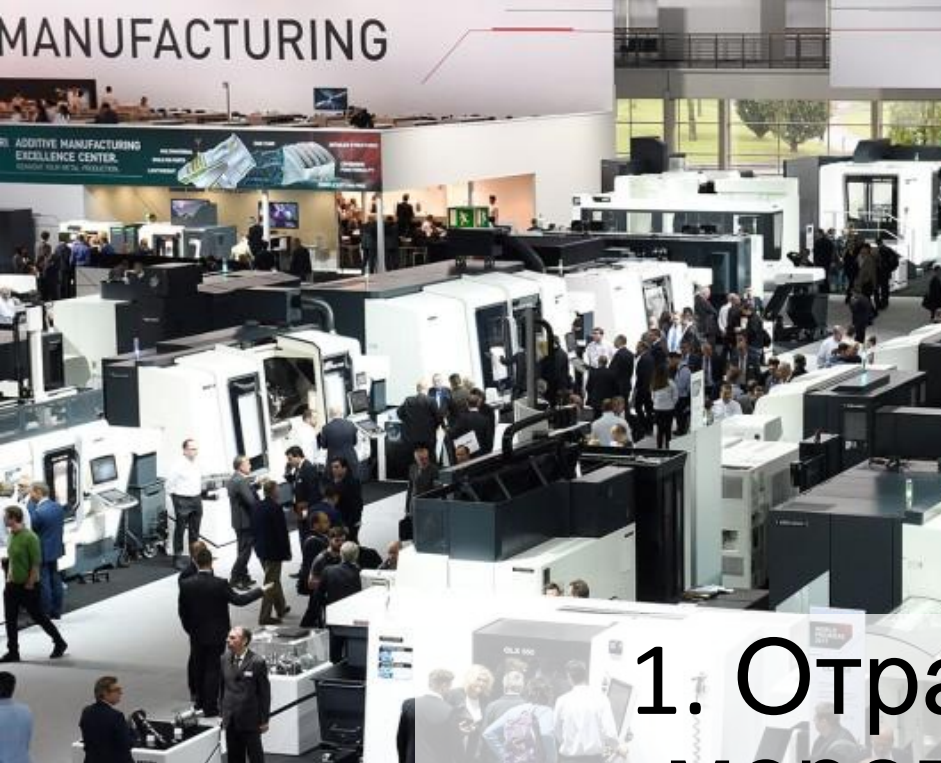
100% PLACEMENT
MARGAO GOA
☎ :2726988

КАКИМ БЫВАЕТ B2B?





Современные инструменты



1. Отраслевые мероприятия





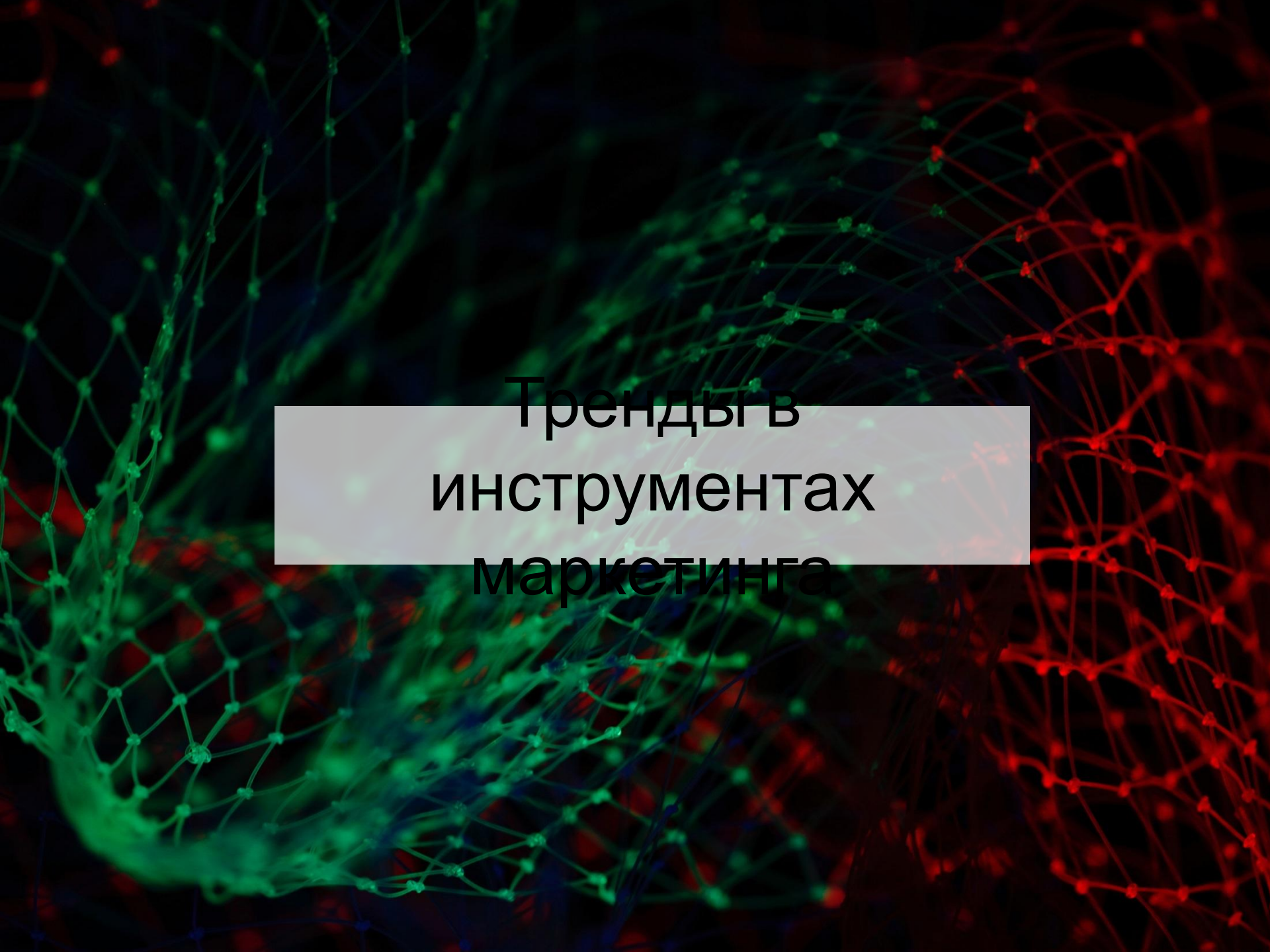
2. Digital, Web, SMM

3. Отраслевые СМИ и PR

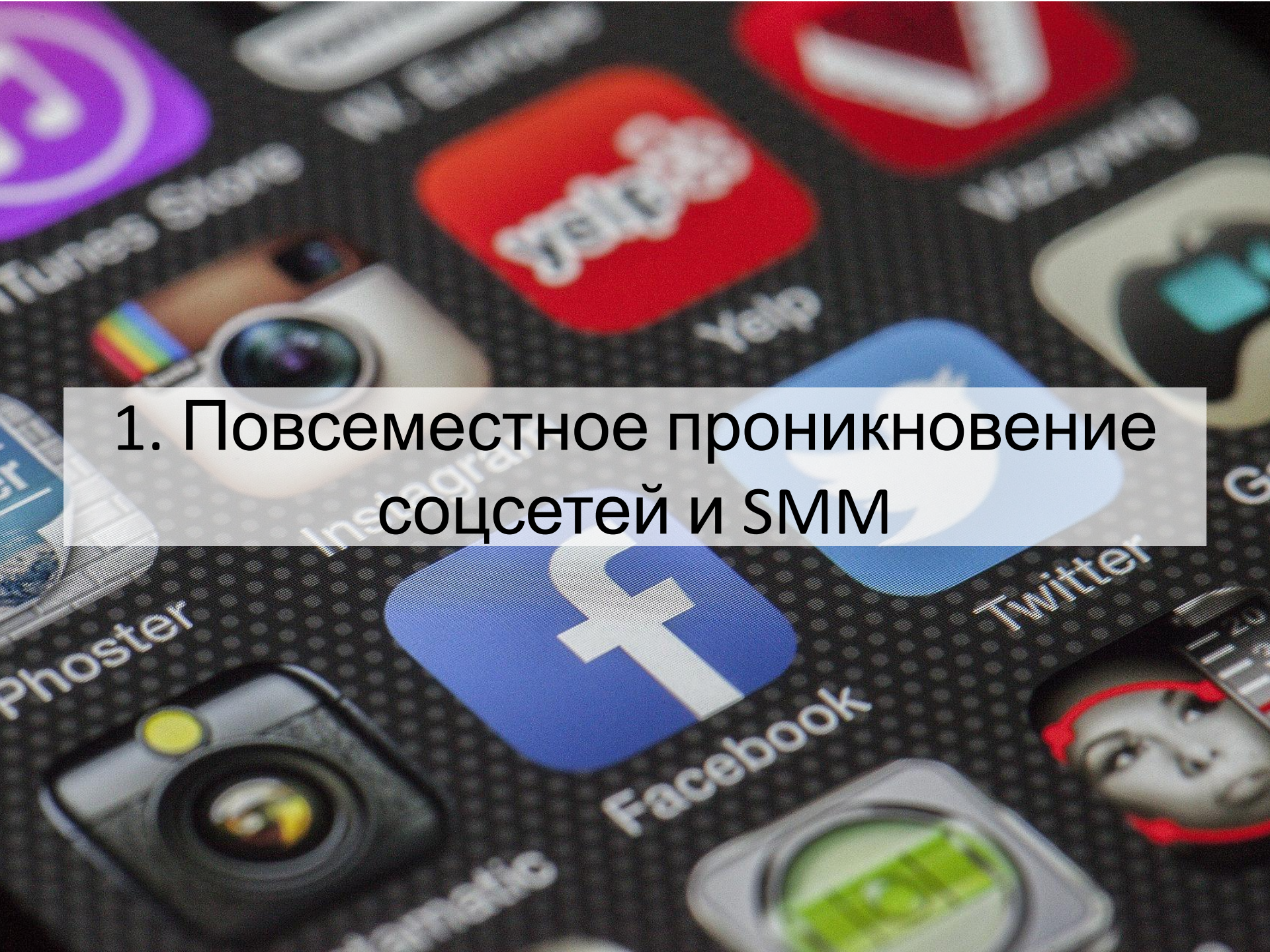


A high-angle photograph of a group of people in a meeting. They are gathered around a table, looking at a laptop and several sheets of paper. One person is pointing at a document, while another holds a pen. The scene is dimly lit, with the primary light source coming from the laptop screen. The overall atmosphere is professional and collaborative.

4. Личные продажи

The background features a complex network of glowing lines and nodes. The left side is dominated by green and cyan hues, while the right side transitions into red and orange tones. The overall effect is a dynamic, interconnected digital space.

Тренды в инструментах маркетинга



1. Повсеместное проникновение
соцсетей и SMM



2. Активное использование Digital,
Big Data, VR

The image features a person wearing a VR headset and headphones, set against a warm orange background. On the right side, there is a digital dashboard overlay with various data points and charts. The dashboard includes a line graph with a y-axis ranging from 120,000 to 210,000, a large number '115,945' representing 'Avg. daily viewers', a percentage change of '7.26%' with a downward arrow, and a teal button labeled 'Here's a tip'. Other visible text includes 'Sessions', '5.25%', and a date range '5/12/2017 - 5/25/2017'.

A silver smartphone is shown at an angle, with its screen displaying the Instagram logo. The logo is a colorful camera icon with a rainbow gradient. The phone is positioned diagonally across the frame, with the text overlaid on the screen area.

3. Увеличение Mobile аудитории, и переход на голосовое управление

A white drone with a camera is flying in the center of the frame. The background shows a dark, forested mountain range in the foreground and a lighter, snow-capped mountain range in the distance under a cloudy sky. The drone's propellers are blurred, indicating it is in motion.

4. Новые возможности создания контента

**ASK MORE
QUESTIONS**



Задание

1. Распределить бюджет средней инжиниринговой и производственной компании на маркетинг в 100 млн руб. по различным инструментам
2. Объяснить на основе чего делался выбор
3. Объяснить откуда взялись суммы на каждый инструмент и какой эффект они дадут