

# СОВРЕМЕННЫЕ ИНСТРУМЕНТЫ МАРКЕТИНГА В2В



# КАКИМ БЫВАЕТ B2B?



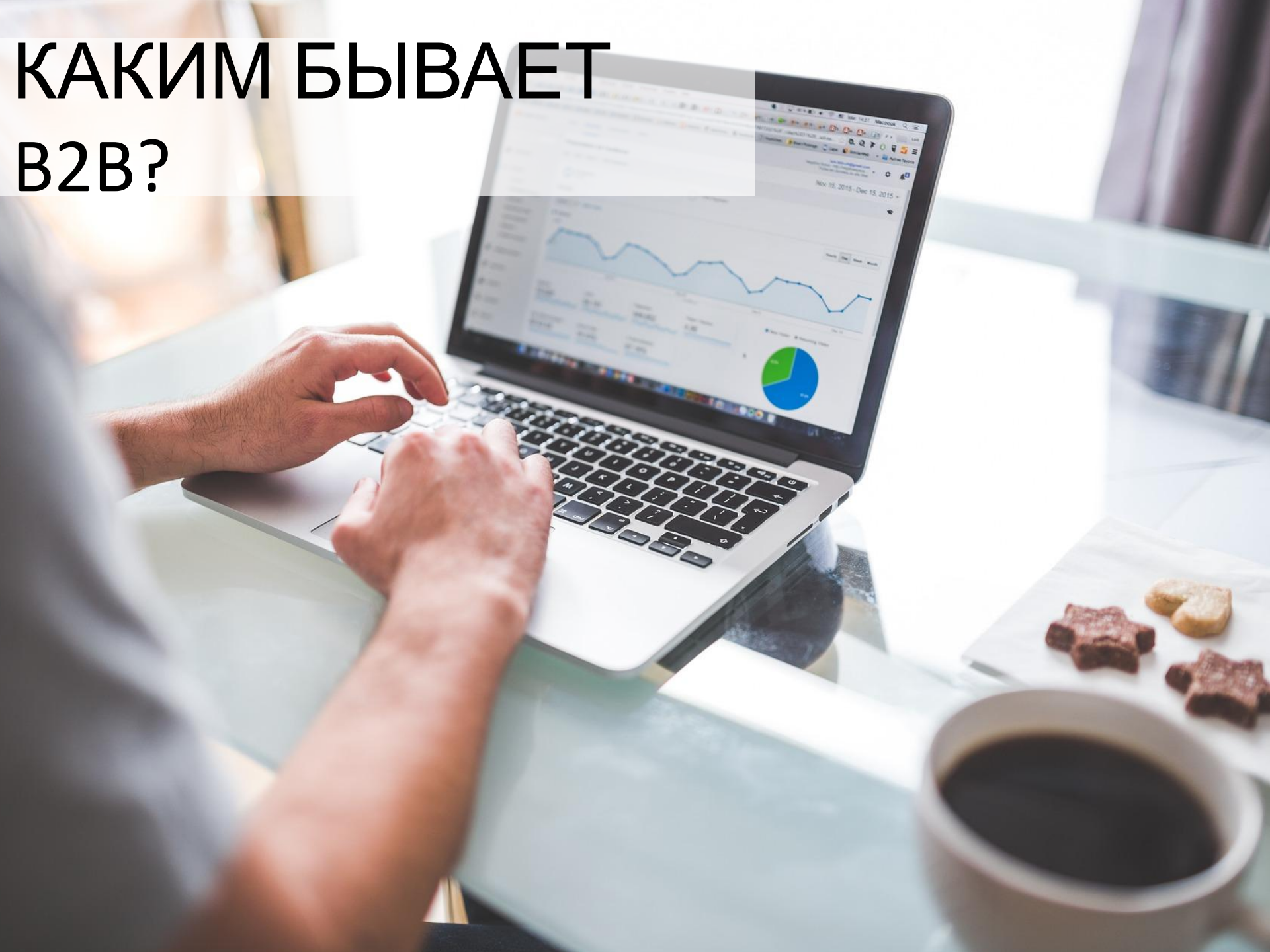


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КАКИМ БЫВАЕТ  
B2B?

Orion CALLTECH<sup>TM</sup>  
CALL CENTER TRAINING INSTITUTE  
ISO 9001:2000

City & Guilds  
LONDON

100% PLACEMENT  
MARGAO GOA  
☎ :2726988



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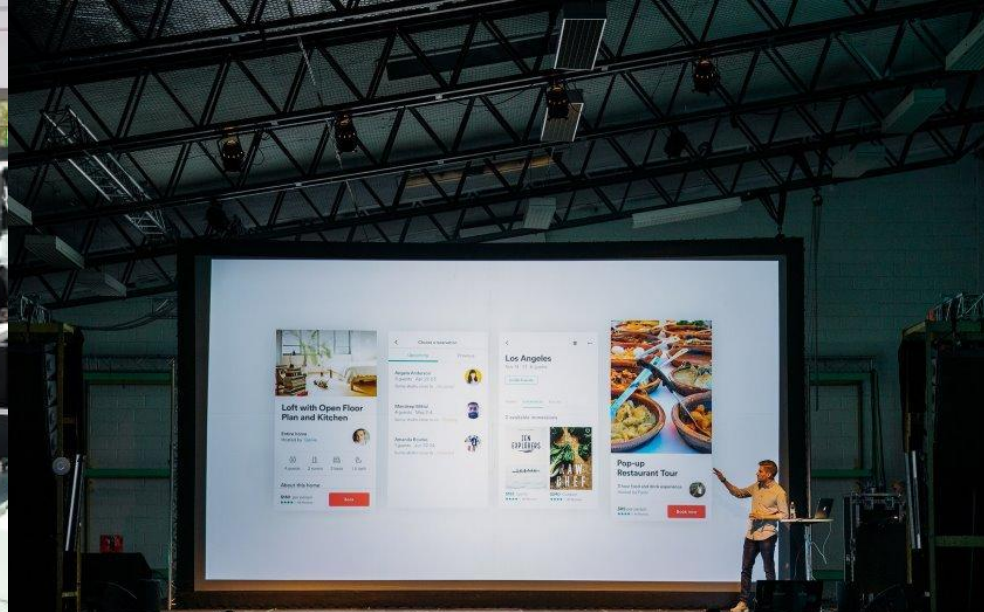






# Современные инструменты





# 1. Отраслевые мероприятия







## 2. Digital, Web, SMM



### 3. Отраслевые СМИ и PR

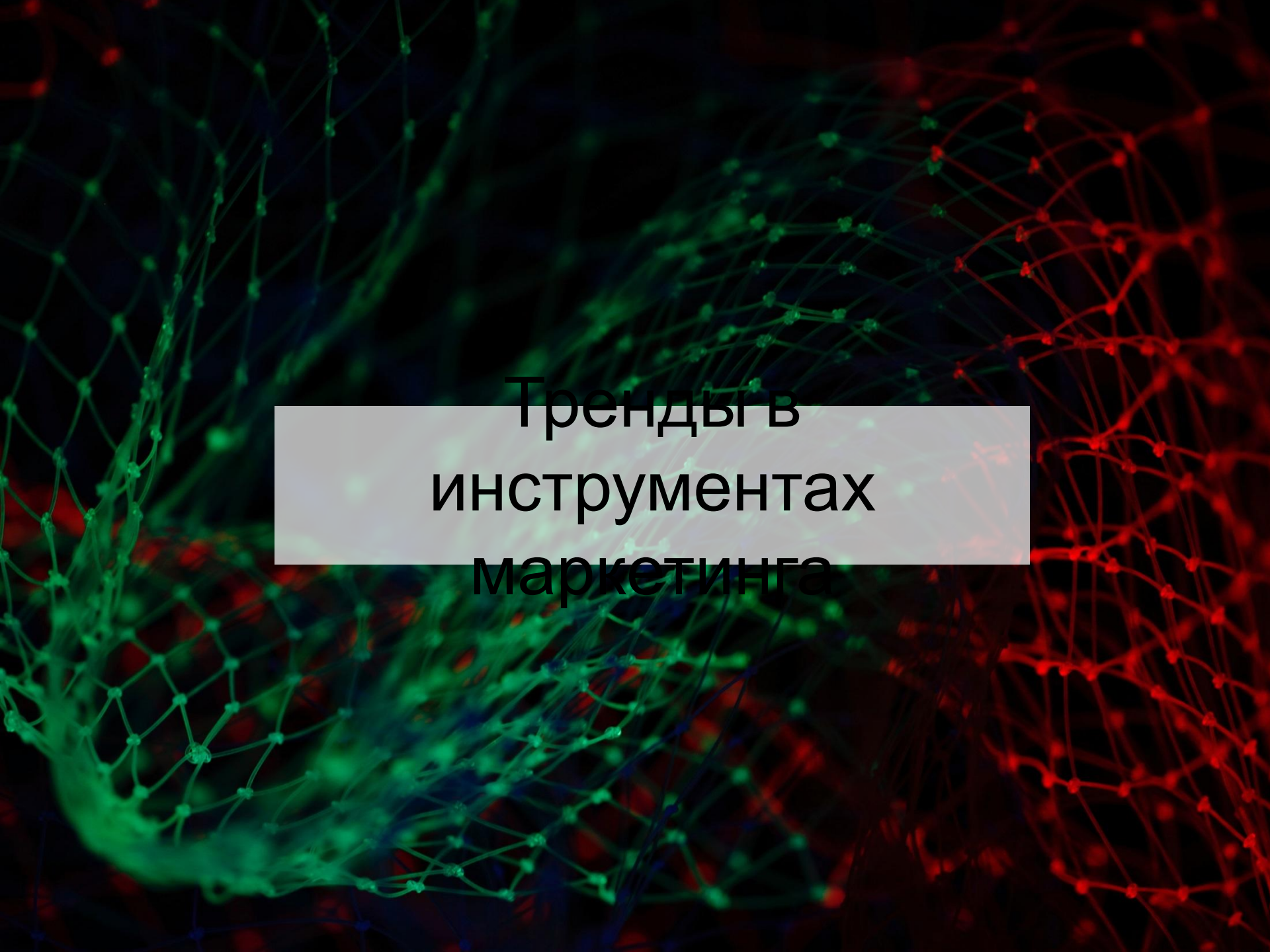




A high-angle, top-down photograph of a group of people in a meeting. They are gathered around a table, looking at a laptop and several sheets of paper. One person is pointing at a document, while another holds a pen. The scene is brightly lit, and the focus is on the collaborative work being taking place. The text '4. Личные продажи' is overlaid in the center of the image.

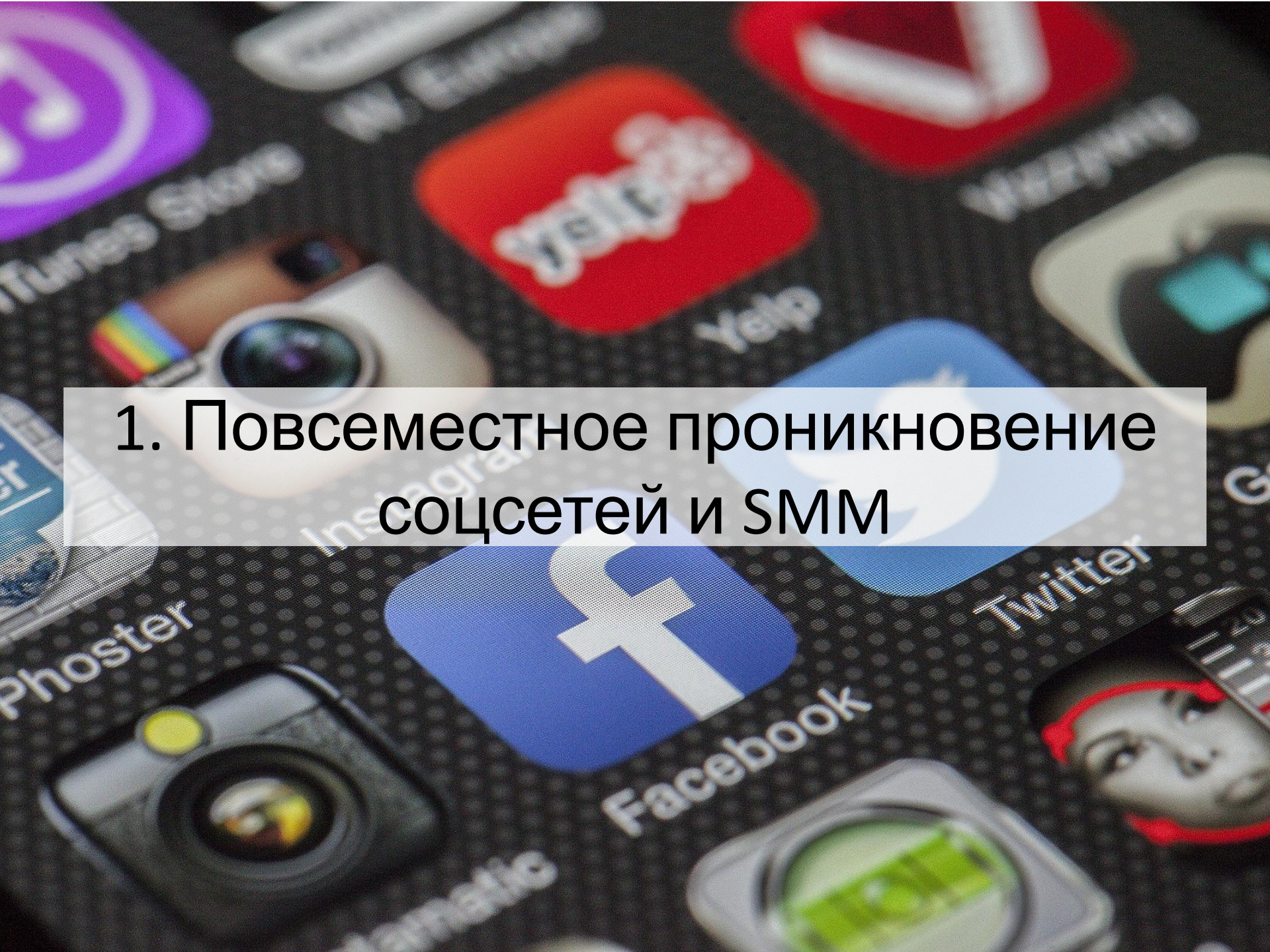
## 4. Личные продажи



The background features a complex network of glowing green and red lines and nodes, resembling a digital or molecular structure. The green nodes are concentrated on the left side, while the red nodes are more prominent on the right. The overall effect is a sense of dynamic connectivity and data flow.

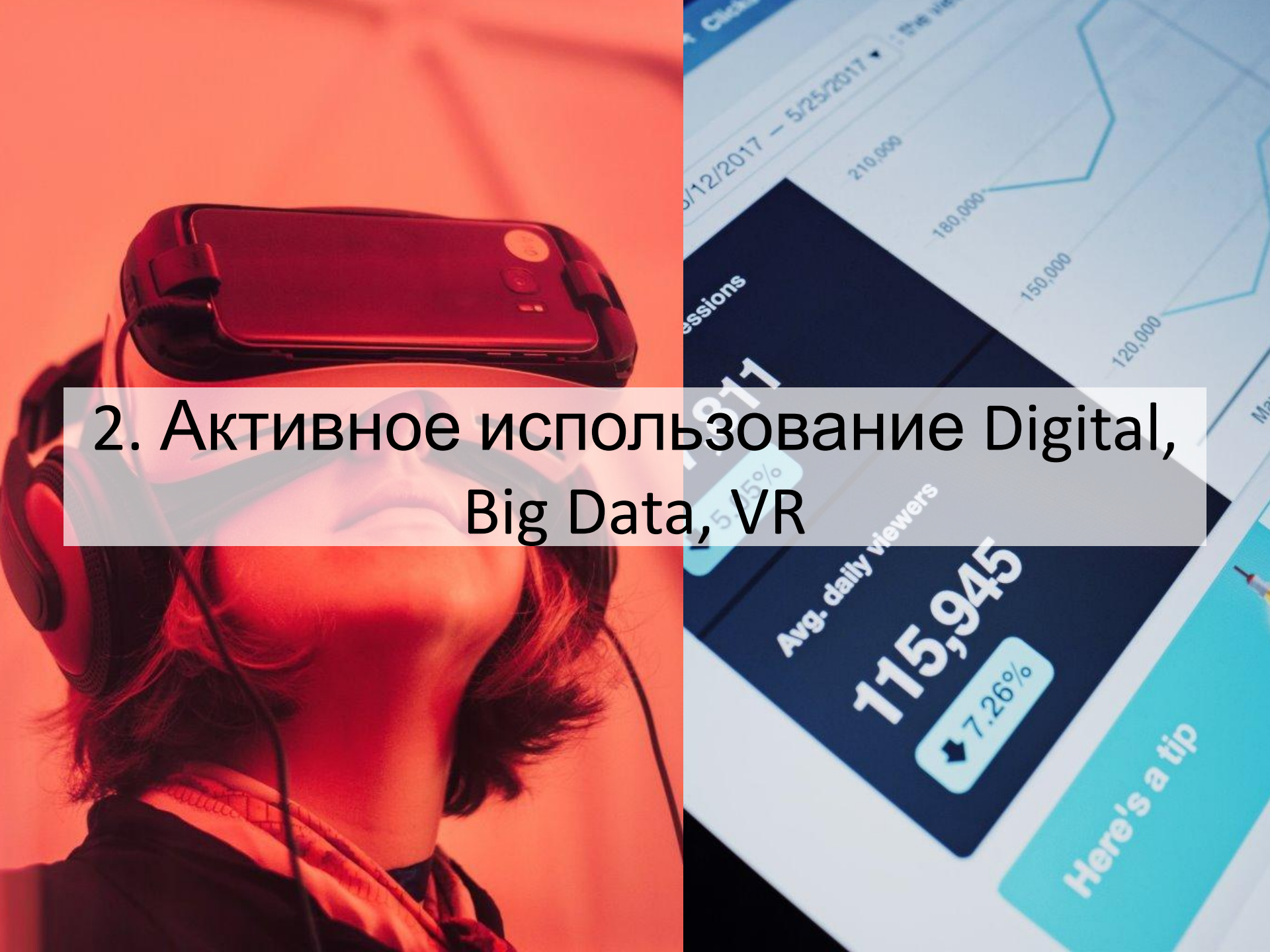
# Тренды в инструментах маркетинга





1. Повсеместное проникновение  
соцсетей и SMM





2. Активное использование Digital,  
Big Data, VR

The image features a person wearing a VR headset and headphones, looking upwards. The background is a warm, orange-red glow. On the right side, there is a digital dashboard overlay with various data points and charts. The dashboard includes a line graph with a blue line, a large number '115,945' with a downward arrow and '7.26%' below it, and a teal button that says 'Here's a tip'. Other visible text includes 'Avg. daily viewers', '1911', '5.25%', 'Sessions', and dates '5/12/2017 - 5/25/2017'. The y-axis of the graph has values 120,000, 150,000, 180,000, and 210,000.



A silver smartphone is shown at an angle, lying on a light-colored surface. The screen displays the Instagram logo, which is a colorful camera icon. A white rectangular box is overlaid on the screen, containing black text.

**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