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Modern strategy and tactics development algorithm of internet marketing on the B2B market

■ **Abstract.** In the modern economy, there are accelerated processes of transformation of business models that support the trends of economic globalization development. The relevance of the study is due to the need to model the marketing activities of enterprises, to follow consistent, both strategic and tactical, steps, especially in the B2B sector that have entered the online market, to improve the marketing performance of the enterprise and effectively achieve its strategic goals. The purpose of the article is to study the peculiarities of Internet marketing in the B2B segment and to determine the main strategic and tactical steps of its implementation. According to the method of scientific abstraction, the dependence between the toolkit for Internet promotion and the effect of its implementation in the activities of enterprises in the B2B sphere was revealed. Also, analysis and synthesis are used as methods of research in which a complex economic process or system is divided into constituent parts, elements, and subsystems, and all of them are studied separately. The work used a synergistic approach in research. The article analyzed the facts and investigated the state of the use of Internet marketing tools in the global B2B market. The result of the work is to propose the design of a modern algorithm for the development of Internet marketing strategies and tactics in the B2B market. These will allow enterprises of the B2B sector to choose efficient modern Internet marketing tools, taking into account their characteristics and the characteristics specifics of customers. The practical value of the algorithm lies in the fact that a logically consistent, connected, and timely set of steps for Internet promotion stimulates sales managers and, accordingly, affects the results of their activities, helps marketing managers and managers to make the company the most competitive and successful in its segment

■ **Keywords:** Internet promotion; digital marketing; business-to-business model; organic search; contextual advertising

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■ INTRODUCTION

Currently, entering global markets is a key factor in the dynamic development of business-to-business model (B2B) business. At the same time, companies face both the fiercest competition and unattainable opportunities for selling competitive products in the conditions of the domestic market. Due to the insufficient capacity of Ukrainian markets for development, Internet promotion is almost the only lever of economic growth for high-tech Ukrainian companies. Strict conservatism of managers regarding online promotion and "clannism" in external communications lead to a significant reduction in the role of new promotion tools.

At the same time, according to an estimate in 2021 by the McKinsey Global Institute (MGI), in the next 20 years, the number of production operations that can be automated will be about 50%. In terms of scale, this can be compared to the industrial revolution of the 18th and 19th centuries (McKinsey..., n.d.). Thus, Ukrainian companies have a unique opportunity in the ongoing process of digital transformation to realize their potential and take a worthy position on the world market.

The consumer segment (business-to-consumer model (B2C)) is more susceptible to the influence of digital

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technologies than the industrial segment (business-to-business model (B2B)). Depending on the situation in the industry, specific measures should be developed, and even the nature of actions on the part of the enterprise. S. Kingsnorth (2022) indicates that, for example, for industries that have not yet been fully affected by digitalization, it will be sufficient to use single functionally oriented measures (typical for the oil and gas and chemical industries). When moving to a digital transformation model, enterprises need to, first of all, assess the joint business model, a key element in the value chain, and pay attention to the product development process, the logistics chain, and marketing. N. Pandey *et al.* (2020) argue that the marketing activity of enterprises is also undergoing a series of changes, and the growth and spread of information technologies contribute to the introduction of new tools into the promotion policy.

The organization of the digital marketing system of an industrial enterprise requires a whole series of Internet marketing tools. H. Zanichkovska (2009) proves that the main product promotion tools in the Ukrainian B2B market are professional exhibitions, media advertising, phone calls, e-mails, personal meetings, etc. As a marketing tool actively used in business-to-consumer (B2C), Internet marketing has only started to gain popularity in the B2B sphere. This is because this sector is rather inert, and not eager to accept new technologies. Therefore, research should be aimed at developing an effective mechanism for B2B companies to promote the company and its products through Internet marketing at both a strategic and tactical level. A clearly structured plan of action, a specified set of steps (a modern algorithm) to choose the necessary marketing model, and a strategy for achieving the set strategic goals of the enterprise are significant. It is the strategy that defines the marketing activities necessary to achieve business goals. The tactics is the details of the strategy and are responsible for exactly how this will happen. Ph. Kotler *et al.* (2019) consider that strategies help define long-term goals and how to achieve them, while tactics are the specific actions teams take to implement the initiatives outlined in the strategy. Thanks to a correctly chosen marketing strategy and the ability to distinguish it from tactics, it is possible to solve several issues of a business in the B2B sphere: determines a competitive advantage; determines the distribution of resources; defines long-term perspectives; helps determine long-term goals; determines priority markets, audience and products, brand positioning; determines how to attract the audience with the help of branding; helps build a long-term plan for investments in technology and other considerable investments; helps manage the company's activities (Litovchenko, 2011).

The purpose of the study is to analyze the use of Internet marketing tools in the B2B sphere and determine their considerable impact on the results of the marketing activities of enterprises in the B2B market to form a modern algorithm of actions for choosing the goals of the Internet marketing strategy and tactics.

■ LITERATURE REVIEW

A sufficient number of scientific and applied works by Ukrainian and foreign scientists and specialists are devoted

to the study of the features of Internet marketing. There are many studies of the fundamental aspects of Internet marketing in general and its main tools (Kotler *et al.*, 2019; Long *et al.*, 2007; Dimitko, 2012). Ukrainian and foreign authors (Rodionov, 2022; Rabey, 2019; Chaffey & Ellis-Chadwick, 2019) in their works also discuss the features of Internet marketing in the markets of industrial goods and its differences from business for consumers.

Internet marketing was studied by E.A. Zhuran and O.S. Kolyada (2013). O.Yu. Krasovska (2018) proves that Internet marketing is a modern and powerful communication tool, and nowadays, without using Internet marketing tools, a company is pushing itself to ruin from the use of traditional advertising, as traditional advertising is still very costly. She says that ignoring such a powerful communication channel with users is a gross mistake.

S.O. Rodionov & V.V. Kosharna (2020) talk about the variety of internet marketing tools and how challenging their application is for internet marketers. They argue that each tool should be chosen appropriately considering the service and target audience. T.A. Fateeva (2017) compares B2B and B2C models according to the main criteria to better understand the specifics of Internet marketing tools and provides recommendations for different types of industrial businesses, differentiated by the size of the business and the amount of money available for Internet promotion, according to the use of each tool.

The issues of Internet marketing in the industrial goods markets are discussed in the works of P.A. Bradulov & V.I. Ordinsky (2020). A.S. Komarov (2016) analyzes the reasons for the negative experience of promoting B2B companies through Internet marketing tools, which became very useful for this research because it helped to build a more effective algorithm.

S. Kingsnorth (2022), N.P. Skrygun, S.B. Rozumei and N.O. Molin (2022) studied the factors and processes influencing the definition of the company's strategy. In their works, they investigate modern market trends in forms of communication with target groups of consumers, as well as trends in the development of integrated marketing communications (IMC) in the context of the new commercial reality; it was identified that the proportions of the use of means of communication are changing in favor of digital technologies, and the stages of the process of building the IMC complex, which corresponds to the current stage of development of business processes, were proposed.

An analysis of the literature shows that little attention was paid to the strategy and tactics of B2B Internet marketing, and the details of B2B Internet marketing, especially in current conditions. J.J. Prabhu (2020) considers the traditional calculated planning strategy for marketing projects, which does not always take into account the specifics of each business. A study by G. Gregory *et al.* (2007) develops and tests a theoretical model to determine how e-commerce factors affect the export marketing strategy. Empirical evidence suggests that internal drivers of e-commerce (Internet transfer capability and e-commerce assets) directly increase a firm's promotional agility, improve communication and distribution efficiency, enhance sales support, and enhance the price competitiveness of export enterprises.

There is no shortage of digital marketing resources. However, there is no clear algorithm of actions with which the company will be able to choose the appropriate marketing strategy and apply it in their marketing activities to achieve their strategic goals. It also does not consider that to build a truly effective multi-variant strategy, it is necessary to understand additional tactical tools of Internet marketing.

■ MATERIALS AND METHODS

The methodological basis of the article's marketing research was made up of general scientific, analytical and prognostic methods and methodological techniques borrowed from other fields of knowledge.

The article proposed methods of meta-analysis according to the Schmidt-Hunter method, which refers to a statistical method of combining data from several types of studies by periods of use of B2B Internet marketing tools by marketers in global practice, which allows you to determine which of them are the most trending, and which the effect they will bring to enterprises of the B2B sector. The methods of absolute and comparative advantages helped to identify and analyze the fundamental difference in determining Internet marketing tactics and strategies in the B2C and B2B sectors, namely, a matrix tool was proposed for choosing a real Internet marketing strategy to achieve specific business goals, and also, developed by the author, an algorithm for a suitable set of steps based on Internet marketing tools and tactics. The method of scientific abstraction revealed the dependence between the tools of Internet promotion and the effect of its implementation in the activities of B2B enterprises. In addition, the analysis was used as a research method in which a complex economic process or system is divided into constituent parts, elements, subsystems, and all of which are studied separately. Synthesis is a research method associated with the combination of separate constituent parts, elements, and subsystems into a single system that is the subject of research. The work also used a synergistic research approach,

which emphasizes the differences in the processes of B2B and B2C economic systems; assumes the possibility of the impact of spontaneous changes in the economy on the emergence of crises; takes into account the multiplicity, multi-directionality and different quality of internal and external factors that can affect the economic performance, and also assumes that the same effect in the economic system can be achieved under the influence of different impulses. To choose an Internet marketing strategy, it is proposed to use a matrix tool that allows you to operate with a wide range of strategically significant variables, and also allows you to process a considerable and very diverse statistical material, various raw data characterizing the level, structure, with minimal labor and time costs. But this tool has certain disadvantages – the inability to provide viable recommendations for the specific strategies development and the inability to determine business areas that are ready to become winners due to the differences and peculiarities of enterprises in the B2B segment. For this, in addition to the algorithm for building an Internet marketing strategy and the matrix tool for choosing a strategy, the article proposed the main additional tactical tools and services of Internet marketing in the B2B sphere.

■ RESULTS AND DISCUSSION

Internet marketing, which is traditionally viewed as a marketing tool in the field of B2C, is beginning to gain a foothold in the industrial products market. As a result, according to a Wpromote (2022) study, nearly half of B2B marketers see social media as their greatest source of revenue, and 52% plan to increase social budgets for online marketing. 67% of best-in-class B2B marketers report being fully prepared for the coming changes, while B2Bs generally lag. Respondents believe that the principal goal of B2B online marketing is to increase the number of quality leads. If it is looked at the tools used by B2B companies, it can be seen that changes are happening very quickly (Table 1).

Table 1. Dynamics of use of B2B Internet-marketing tools by marketers in the world

Nº	Tool	2020	2021
1	Media advertising	55%	62%
2	Contextual advertising	71%	77%
3	Organic search	91%	94%
4	Social networks	95%	98%
5	E-mails	93%	90%

Source: (Wpromote, 2022; Global e-commerce..., 2022)

It can be concluded that the number of B2B companies that use Internet marketing tools is growing, and the most significant growth is observed in the sphere of media advertising. E-mailing, social media, and regular searches are in the lead. Only this year, social networks used LINDEN via e-mail. At the same time, if it is considered which of these

tools generate business revenue, it can be come to the conclusion that although the dynamics is positive for all, the most effective ones are still e-mails, organic search, and contextual advertising (Table 2). As for the content component of Internet marketing, the international practice of B2B Internet marketing is dominated by videos and blogs (Table 3).

Table 2. Dynamics of the share of B2B companies that have tools for Internet Marketing to Generate Income

Nº	Tool	2020	2021
1	Media advertising	27%	38%
2	Contextual advertising	37%	44%
3	Organic search	44%	52%
4	Social networks	63%	81%
5	E-mails	63%	67%

Source: (Wpromote, 2022)

Table 3. Dynamics of content types offered by B2B marketers in the world

Nº	Tool	2020	2021
1	Video	82%	91%
2	Blogs	82%	93%
3	White papers	68%	62%
4	Cases	73%	69%
5	Infographics	68%	65%
6	Webinars	60%	55%
7	Mobile app	15%	13%

Source: (Wpromote, 2022)

It is worth noting that the most popular forms of content did not bring the highest revenue, increasing the latter, offering technical documents and webinars. According to the research (Zanichkovska, 2009; Litovchenko, 2011), in Ukraine, network marketing is not popular among businesses in the B2B sphere since it is considered an alternative promotional method. As a result of the observations, it can be said that the optimal model is a marketing activity model that includes a combination of online and offline marketing activities. For the B2B sphere particularly essential tool of B2B marketing is search engine optimization (SEO) due to its convenience and content (Pandey *et al.*, 2020).

Internet marketing strategy is not the purpose, but the path. Unfortunately, there is no “ready-made example of a marketing strategy” for a specific enterprise, because its choice depends on many factors and aspects both of the enterprise itself, for which this strategy is developed or chosen and the industry as a whole. But the essence of the Internet marketing strategy development, along with adapting it to the needs of one’s own business, can be outlined by a specific practical algorithm proposed by the author. In general, implementing Internet marketing at a strategic level in the B2B space consists of the following stages (Fig. 1).

The choice of network marketing tools must consider the specific circumstances of customers in the B2B space, who turn to suppliers often when there are problems with product quality, often skeptical and slow to change their minds, looking for global solutions.

Moreover, effective strategy implementation is impossible with just a standard set of marketing tools. To build a truly effective multivariate strategy, it is necessary

to understand additional tactical tools of internet marketing. The world of big data and neural networks requires advertisers to use extra tools to be competitive in the market (Table 4). The more tools are available, mastered, and used in the marketing of B2B enterprises, the more effective and productive the chosen strategy will be. Currently, the main task of a marketer is to collect the necessary array of data and provide them to the algorithms of advertising networks.

Benchmarking methods for B2B companies in the field of Internet marketing include a comparison of the average number of pages viewed on the website, the average time spent on the website, the frequency of failures of the company’s website, the visibility of the company’s website and other indicators, the number of keywords top 20 links from third-party sources, the number of external pages Serpstat Trust Rank. It is also worth analyzing the global trends in Internet marketing in the B2B space and the practices of leading global companies. It is recommended to analyze the target audience’s behavior through surveys and expert interviews (Kingsnorth, 2022). The study results (Long *et al.*, 2007) show that B2B customers are sensitive to innovation and seek information about it. Also, It should be paid attention to the trend of a stand-alone search when customers seek to make independent choices based on the analysis of various sources of information before turning to potential sellers. B2B customers are assigned to a reception when they have clear needs and product requirements. Also, if they need to change providers, they are more likely to contact the provider they are receiving from or link premium content.

<p>I Resources, idea, and essence of the offer with which you plan to enter the market</p> <p>→ What exactly do you offer the consumer? → Why do you think that anyone would be interested in this? → Is there a demand for similar products, goods, or services? → At the expense of what will you be able to take away part of the audience from competitors? → What skills and experience, product features, and team allow you to believe you can offer something better than what is already on the market? → A financial resource for six months that you can invest in the project, even if there is no profit during this period?</p>			
<p>II Analysis of the competitive environment</p> <p>→ Market capacity – deficit or surplus in a niche? And specifically in your segment? → Collection of information about competitors. Gradation according to the main criteria: recognition, growth dynamics or stagnation, reputation, and price segment. → Identification of closest competitors based on identity or proximity to the essence of your offer. To check the competitive environment in Google Ads contextual advertising, you can use official services that provide an anonymous way of viewing advertising output, namely the Anonymous Ad Preview Tool or GeoClever extension.</p>			
<p>III Gathering information about audience needs</p> <p>→ It is necessary to study feedback from the users from all possible sources, and determine which problems arise most often. How competitors solve them, or how customers themselves want to solve them. → See relevant materials with reviews or reviews, videos, and texts that your audience studies before contacting professionals (if we are talking about services) or before purchasing (if we are talking about online trade).</p>			
<p>IV Defining business goals and advertising key performance indicators (KPIs) are business-oriented performance indicators with the greatest value for the company. It is about metrics, the change of which directly affects the achievement of the business goal. Usually, key performance indicators are established during the development of a marketing strategy and are changed quite rarely. However, in the digital environment, this happens more often than in the usual offline marketing</p> <p>→ KPI of contextual advertising is used to evaluate the effectiveness of contextual advertising as a source of customer attraction. → KPI of contextual advertising is not used to evaluate the contractor's performance.</p>			
<p>V Internet Marketing Resources and Tools</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p><i>Internet marketing resources:</i></p> <ul style="list-style-type: none"> → UA site → RU site → ENG site → ENG blog → UA blog → RU blog → Facebook → Instagram → Linkedin → Telegram → YouTube → Google My Business </td> <td style="vertical-align: top; border-left: 1px solid black; padding-left: 10px;"> <p><i>Marketing tools:</i></p> <ul style="list-style-type: none"> → Search engine optimization (SEO) → Contextual advertising → Targeted advertising in social networks → E-mail marketing → Native advertising → Content marketing (inbound) → Affiliate (partner) marketing → Search Engine Reputation Management (SERM) </td> </tr> </table>		<p><i>Internet marketing resources:</i></p> <ul style="list-style-type: none"> → UA site → RU site → ENG site → ENG blog → UA blog → RU blog → Facebook → Instagram → Linkedin → Telegram → YouTube → Google My Business 	<p><i>Marketing tools:</i></p> <ul style="list-style-type: none"> → Search engine optimization (SEO) → Contextual advertising → Targeted advertising in social networks → E-mail marketing → Native advertising → Content marketing (inbound) → Affiliate (partner) marketing → Search Engine Reputation Management (SERM)
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<p>VI Services and software for effective use of Internet marketing tools</p>			
<p>VII Choosing an online marketing strategy according to the type of product</p> <p>→ SEO is a powerful strategy that develops a company. → Content marketing is a strategy that contributes to the effective promotion of the company. → E-mail marketing is an economically effective strategy based on direct communication with existing customers. → Marketing in social media - attracting and drawing attention to your company through popular social networks which is the goal of this strategy. → Reputation Marketing – gives an advantage over other brands or companies, so social media, press releases, and feedback platforms are the most essential tools if you choose this strategy.</p>			
<p>VIII Monitoring of the effectiveness of the overall Internet marketing strategy and program</p> <p>→ Monthly - check your cost per click (CPC) bids and adjust them if necessary (for example, if you lose more than 10% of impressions due to a low budget or low bids in the auction statistics); review the search queries and add relevant keywords and a list of negative keywords. → Quarterly - add new ads and test new campaigns to tweak your site pages to improve your Quality Score. → Annually - mass adjustments at the campaign level - remove unnecessary, create new ad groups, plan new campaigns</p>			

Figure 1. Algorithm for building an Internet marketing strategy

Source: developed by the authors

Table 4. Basic additional tactical tools and services for Internet marketing in the B2B sphere

Name of tactical tools and services for solving target	What tasks and problems are solved
<i>Services for search engine optimization (SEO):</i>	
SE Ranking	Position monitoring, page audit, keyword selection, and clustering
Collaborator	Buying and posting links
Search Console & Google Analytics	Traffic analysis and indexing management
Pagespeed & GTMetrix	To check the speed of page loading and check the level of optimization of technical characteristics
<i>E-mail marketing services:</i>	
Mailerlite or Sendpulse	Collection of e-mail addresses, sending of automatic letters and promotional mailings, transactional and service letters
<i>Services for contextual advertising:</i>	
Google Ads Editor	For working with large advertising accounts
Serpstat	If there is a need to analyze the advertising of competitors or view an advertising auction in an unknown region
Google Trends	To evaluate the dynamics of the popularity of specific services in different regions
<i>Services for advertising in social networks:</i>	
Facebook Ad Library – official service; Bigspy	View competitors' ads
<i>Call tracking services:</i>	
Binotel	An accessible and understandable service that helps with tracking the sources of calls
Ringostat	Call tracking service is developed by internet marketing specialists, so it covers the needs of marketing 100%, but the price is too high, but it is currently the best solution in the segment
<i>End-to-end analytics:</i>	
Ringostat	Accuracy of statistics for solving complex and non-standard tasks

Source: developed by the author

The strategic goals of Internet marketing are subordinate to the marketing goals of the enterprise. To choose an Internet marketing strategy, it is suggested to use a matrix tool (Table 5) (Wpromote, 2022).

Table 5. Matrix tool for choosing the company's B2B internet marketing strategy

	1. Repetitive	2. Not repetitive
A. Strategic	<p><i>Characteristics of interaction</i> Identifying the best value for money. Getting the most favorable terms at the rate. A combination of online and offline communication in the purchase process</p> <p><i>Strategy</i> Product presentation on various B2B trading platforms.</p> <p><i>Result</i> Request for leads</p>	<p><i>Characteristics of interaction</i> Collecting detailed information about the product and suppliers online. The main stages of offline shopping</p> <p><i>Strategy</i> <i>Creating and distributing</i> quality content about the product. Promotion company expertise</p> <p><i>Result</i> Request for leads</p>
B. Tactical	<p><i>Characteristics of interaction</i> The buyer will prefer implementation of the main stages of online shopping, in addition to logistics and service</p> <p><i>Strategy</i> Using a combination of strategies A1 and A2.</p> <p><i>Result</i> Request for leads</p>	<p><i>Characteristics of interaction</i> The buyer will prefer making all stages of online shopping</p> <p><i>Strategy</i> Creating a full-fledged Internet site for the principle of online shopping</p> <p><i>Result</i> Purchase made</p>

Source: (Rabey, 2019; Wpromote, 2022)

Firstly, the type of buyer's product is determined – strategic or tactical. Strategic ones are critical to the business of the company's customers – necessary equipment, basic raw materials, and the like. Therefore, tactical products did not play a considerable role in the purchasing business.

Secondly, it is necessary to determine whether the product is recurring, (a repeat purchase or a unique (one-time) purchase). The characteristics of the buyer-seller interaction and the behavior on the Internet (the relationship between online and offline communication) will depend on the category to which the product belongs.

The introduction of Internet marketing in a B2B company must be accompanied by appropriate organizational changes to meet modern requirements to implement these tools. Experts who support the company's Internet marketing function are heads of marketing, product managers, analysts, and other specialists (Kurylo & Kozchenko, 2021).

The role of the head of the marketing department is to coordinate the work of the Internet marketing team and the work of the sales department (Komarov, 2016). Product managers are the carriers of product, customer, and market information. Analysts prepare data for decision-making, analyze customer experience and implement web analytics capabilities. The group initially includes experts in website contextual advertising and search engine optimization. Support functions are performed by copywriters or content managers who prepare articles, news, blogs, and e-mails, designers whose functions include the preparation of visual materials (infographics, videos, corporate identity), and web designers who are responsible for the visual presentation of the website and its availability.

On the whole, Internet marketing and its main tools have been and continue to be researched by Ukrainian and foreign authors. Many authors also raise the issue of Internet marketing in the industrial goods markets (B2B) in their research.

The analysis of the works and studies of various authors on this topic shows that insufficient attention is paid to the problems of Internet marketing strategy and tactics in the B2B segment, and the specifics of Internet marketing in the B2B segment. Understanding the essence of the strategy and tactics of marketing activities of B2B companies on the Internet is considered mainly by marketing theorists (Litovchenko, 2011; Dimitko, 2012; Kravovskaya, 2018) than by practitioners. There is a problem of insufficient processing of practical issues related to the methodology of choosing a strategy, issues of typology of marketing communication strategies in the network, and features of choosing one or another promotion tool are not covered enough. With the emergence of new communication methods, companies that carry out their activities in the networks, seek to use them without a specific need. For example, running a corporate blog is a very popular tool, but its use should be substantiated by the specifics of the company, the offered goods and services, as well as consumer requests. On the one hand, most often, attempts to master such Internet promotion tools as social networks, corporate blogs, or e-mail distribution harm the image of the company and the products it offers. On the other hand, the Internet as a full-fledged and independent channel of promotion and sales is not utilized actively enough.

As J. Gregory *et al.* (2007) point out, if the company does not have a clear marketing strategy or a set of marketing goals, participation in social networks, blogs, and implementation of other tools, Internet promotion will only be a way to emphasize the lack of advantages compared to competitors. In this case, the company emphasizes that it is engaged in the same field of activity, and carries out the

same marketing activities as other companies. It is doomed to compete solely based on price. A similar result will occur in the case of any online marketing tools in the absence of a clear strategy for their implementation, aligned with the general strategy of the company as a whole.

Several authors believe the marketing strategy has no fundamental differences from the traditional (offline) one (Dimitko, 2012; Rodionov & Kosharna, 2020; Komarov, 2016). Many authors reveal the problems of marketing strategies, but most will not take into account the fact that not every chosen path is suitable for every company and client in the same way. Most authors summarize information in their research. It can be concluded that the question regarding the flexibility of actions and the stages of choosing strategies and tactics of the enterprise's marketing activity to achieve the set business goals is studied insufficiently. The ability to flexibly choose between Internet marketing tools is of great significance, as it allows you to align the costs of their implementation with the company's financial capabilities. With all the variety of possible options, the strategy should, firstly, provide an opportunity to recover from competitors at the level of choosing channels and communication methods, secondly, establish a balance in information flows, and thirdly, allow measuring the effectiveness of the performed efforts. The fact that there is a lot of research on specific tools and marketing models is undeniable. But the essence of the process of developing an Internet marketing strategy and its adaptation to the needs of one's own business can be outlined by a specific practical algorithm, according to which the company can consistently, step by step, achieve significant results and become the most competitive and successful in its segment. The practical algorithm of strategy and tactics is insufficiently researched at the current stage. When choosing Internet marketing tools, one should take into account the characteristics of customers in the B2B sector, namely, that they turn to suppliers, as a rule, if there are problems with product quality, often look for global solutions, are skeptical and slowly change their point of view.

In general, the implementation of any chosen strategy involves constant monitoring of the Internet environment regarding the appearance of new means of communication and promotion, and changes in the marketing policy of competitors.

■ CONCLUSIONS

Based on the research results, it was established that the number of B2B companies using Internet marketing tools is growing dynamically. In Ukraine, digital marketing is not widely used among B2B enterprises and is considered an alternative way of promotion. Therefore, a reasonable optimal model can be implemented as a model of marketing activities that includes online and offline marketing activities. The B2B sector has its peculiarities and difficulties with promotion because the principles and conditions of doing business here are not the same as in the B2C segment. The main disadvantage of working with B2B companies is uncertainty. In addition, B2B marketing trends change very quickly. Because of this, the choice of Internet marketing tools must take into account the specific situation of each client in the B2B sector. For this, it is necessary to correctly and consistently choose the strategy that determines the

marketing activity essential to achieve the business goals set by the company. The tactics is the details of the strategy and how exactly this will happen. The essence of the process of developing a strategy and tactics for Internet marketing and their adaptation to the needs of their own business can be outlined by a specific practical algorithm proposed in the study, according to which the company can consistently, step by step, achieve significant results and become the most competitive and successful in its segment.

The use of current strategies, and the implementation of appropriate Internet marketing tactics that take into account the features of the virtual environment, will allow you to conduct business more effectively in the B2B sector, knowing and anticipating the needs of customers.

Modern marketing requires data and technology applications to get the most out of the chosen tactics. For this, you should use up-to-date techniques, for example, AB-testing (or split-testing), to get the best results, work on errors, and make corrections. This direction of testing, the peculiarities of its use, and the results that affect marketing activities are promising and must be studied and analyzed in a separate prospective study.

■ CONFLICT OF INTEREST

The author declares no conflicts of interest.

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None.

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Сучасний алгоритм розробки стратегії та тактики інтернет-маркетингу на B2B ринку

■ **Анотація.** В сучасній економіці відбуваються прискорені процеси трансформації бізнес-моделей, що підтримують тенденції економічного глобалізаційного розвитку. Актуальність дослідження обумовлена необхідністю моделювання маркетингової діяльності підприємств, дотримання ними послідовних, як стратегічних, так й тактичних, кроків, особливо, у секторі B2B, які вийшли на онлайн-ринок, для покращення маркетингових показників діяльності підприємства та ефективного досягнення його стратегічних цілей. Метою даної статті було вивчення особливостей інтернет-маркетингу в сегменті B2B та визначення основних стратегічних і тактичних кроків його реалізації. За методом наукового абстрагування було виявлено залежність між інструментарієм для інтернет-просування та ефектом від його впровадження у діяльність підприємств сфери B2B. Також поряд з ним було використано аналіз як спосіб дослідження, при якому складний економічний процес або система поділяється на складові частини, елементи, підсистеми і всі вони досліджуються окремо, і синтез. У роботі використано синергетичний підхід у дослідженнях. У статті було проведено аналіз фактів, досліджено стан застосування інструментів інтернет-маркетингу на світовому ринку B2B. Результатом роботи стала пропозиція щодо створення сучасного алгоритму розробки стратегії та тактики інтернет-маркетингу на B2B ринку. Це дозволить підприємствам сектора B2B робити вибір дієвих сучасних інструментів інтернет-маркетингу з урахуванням своїх особливостей та особливостей й специфіки клієнтів. Практична цінність алгоритму полягає у тому, що логічно послідовний, пов'язаний та вчасно використаний, набір кроків для інтернет-просування стимулює менеджерів з продажів та, відповідно, впливає на результати їх діяльності, допомагає управлінцям з маркетингової діяльності та керівникам зробити компанію найбільш конкурентною і успішною у своєму сегменті

■ **Ключові слова:** інтернет-просування; цифровий маркетинг; модель бізнес-для-бізнесу; органічний пошук; контекстна реклама