THE IMPORTANCE OF DIGITAL MARKETING AND TECHNOLOGIES IN B2B MARKETING

B2B PAZARLAMADA DİJİTAL PAZARLAMA VE TEKNOLOJİLERİN ÖNEMİ

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ABSTRACT: Marketing through digital platforms is becoming an increasingly important component for the success of any company. On the other hand, digital marketing is constantly evolving. B2B marketing refers to the formation of a collaborative business partnership between two firms for the purpose of exchanging products and services. It enables businesses to engage in the sale of products or services to other firms or organizations, who then resell them, utilize them in their own products or services, or provide assistance in their operations. B2B marketers are looking forward to advances in digital technology and greater emphasis on digital products to improve brand visibility, online presence, and technical capabilities. Trending technologies such as artificial intelligence, virtual reality, augmented reality, and the metaverse are of great importance for digital and B2B marketing. The main purpose of the study is to emphasize the development of digital marketing and digital technologies in B2B marketing. In this study, B2B marketing, digital marketing tactics, growth of digital marketing, market share of search engines, marketing automation technologies, and digital marketing and digital technologies used for B2B marketing were examined. Additionally, in the study, a SWOT analysis was conducted for the B2B marketing strategies used by businesses.

Key Words: Artificial Intelligence, B2B Marketing, Digital Marketing, Metaverse, Search Engine Optimization.

ÖZ: Dijital platformlar aracılığıyla pazarlama, herhangi bir şirketin başarısı için giderek daha önemli bir bileşen haline geliyor. Öte yandan dijital pazarlama sürekli gelişiyor. B2B pazarlama, ürün ve hizmet alışverişi amacıyla iki firma arasında işbirlikçi bir iş ortaklığının kurulmasını ifade eder. İşletmelerin, ürün veya hizmetleri başka firma veya kuruluşlara satmalarını, daha sonra bunları yeniden satmalarını, kendi ürün veya hizmetlerinde kullanmalarını veya operasyonlarında yardım sağlamalarını sağlar. B2B pazarlamacıları, dijital teknolojideki ilerlemeleri ve marka görünürlüğünü, çevrimiçi varlığını ve teknik yetenekleri geliştirmek için dijital ürünlere daha fazla vurgu yapmayı sabırsızlıkla bekliyorlar. Yapay zekâ, sanal gerçeklik, artırılmış gerçeklik ve metaverse gibi trend teknolojiler dijital ve B2B pazarlama için büyük önem taşıyor. Çalışmadaki temel amaç B2B pazarlamada dijital pazarlama ve dijital teknolojilerin geliştirilmesine vurgu yapmaktır. Bu çalışmada B2B pazarlama, B2B pazarlamanın önemi, dijital pazarlama taktikleri, dijital

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pazarlamanın büyümesi, arama motorlarının pazar payı, pazarlama otomasyon teknolojileri, dijital pazarlama ve B2B pazarlama için kullanılan dijital teknolojiler incelenmiştir. Ayrıca çalışmada, işletmelerin kullandığı B2B pazarlama stratejileri için SWOT analizi yapılmıştır.

Anahtar Kelimeler: Yapay Zekâ, B2B Pazarlama, Dijital Pazarlama, Metaverse, Arama Motoru Optimizasyonu.

EXTENDED ABSTRACT

The utilization of digital platforms for marketing objectives is progressively emerging as a critical element in the success of any operational organization. This is due to the fact that digital platforms are growing in significance. This phenomenon could be attributed to the rapid expansion and enhanced accessibility of digital platforms. This information will be made available to all current companies and will also be available for distribution. On the contrary, digital marketing is presently undergoing a rapid paradigm shift and is propelling industry progress by means of implementing novel technologies. This is a continuous process that is devoid of any potential for resolution. This accomplishes not only the objective of demonstrating continuous progress, but it also fulfills an extra function. Business-to-business marketing pertains to the formation of a collaborative economic association between two entities in which they trade services and products that are beneficial to both companies. Occasional usage of the term "business-to-business marketing" to denote this strategic marketing approach. This particular marketing approach is distinguished from others by virtue of its classification as a unique type of marketing. When discussing this specific marketing activity, the term "business-to-business marketing" is generally preferred by the majority of individuals. This is due to the fact that the term in question is more suitable for the particular subject under consideration. The fundamental rationale for this is what enables enterprises to partake in the transactional exchange of their goods or services with other businesses or organizations. This logic empowers organizations to achieve this. Organizations are therefore afforded the opportunity to implement this strategy in accordance with this line of reasoning. Based on the observed correlation between the current state and the prospective result, it is rational to deduce that the two states are interconnected. Consequently, this opportunity has been extended to other businesses or organizations to resell, integrate, or provide support for the products or services offered by the original entities. As a result, they are provided with access to each of these alternatives. A considerable proportion of B2B marketers exhibit a strong inclination towards the most recent developments in digital technology and place increased emphasis on digital products. They maintain the belief that these developments will enable them to enhance their technological proficiency, in addition to increasing the visibility of their brand and online presence. They avidly and sanguinely await these developments, holding the conviction that they will prove to be beneficial to their interests. Their contentment stems from the developments that have transpired directly as a result of this thought; these developments are the source of their delight. The main justification for this is that the implementation of these enhancements will empower organizations to provide superior customer service. Fundamentally, this constitutes the root cause that has precipitated the current state of affairs. The metaverse is a technology that is gaining prominence in the fields of business-to-business (B2B) and digital marketing. The significance of artificial intelligence (AI), an emergent technology, is expanding at a rapid rate. This pattern is anticipated to continue in the

foreseeable future. This has been the case for the past not too long. Among the many variables that influence this phenomenon is the capability of modern technology to enable inter-organizational connectivity. Moreover, there is a significant increase in the prevalence of these technologies. The considerable extent to which certain technologies are integrated into the process could potentially account for this. A significant likelihood exists that an event will transpire. The investigation conducted within the designated scope of the study primarily concentrated on the subsequent subjects: A wide array of marketing strategies are frequently implemented, comprising a multitude of tactical methods. Business-to-business (B2B) marketing serves as an illustration of one of these approaches. Further examples include the proliferation of digital marketing strategies and technology, the expansion of digital marketing, the dominant position of search engines in the market, marketing automation technologies, and the utilization of digital marketing and digital technology in the context of business-to-business marketing. Additional illustrations of comparable methodologies can be found elsewhere. Furthermore, additional instances of these methodologies exist and may prove to be uncovered. Conducting a SWOT analysis of the business-to-business marketing strategies frequently employed by corporations is one of the objectives of the research. The present study will undertake a comprehensive analysis of the merits, demerits, prospects, and risks that are inherently linked to these strategies. The main emphasis of this review will be on the advantages, disadvantages, prospects, and risks linked to the various strategies. The main emphasis of this inquiry will be on the potential consequences, risks, benefits, and drawbacks that are linked to these procedures. Upon the conclusion of this endeavor, the research findings will be disseminated and examined in conjunction with a distinct cohort of participants who were enrolled in the investigation.

1.   INTRODUCTION

A feature of digital marketing that sets it apart from traditional marketing is the capability of establishing online communities for customers who have a shared interest. One example of a website that has been very successful in establishing chat rooms on a variety of subjects is Amazon.com. Customers who are interested in learning more about wines and purchasing them have come together to form a community through Virtual Vineyards. To establish interactive communities, virtual communities focus on interpersonal and/or professional interactions and/or transactions and go beyond the specialized themes offered by specialized media. There is an absolute requirement to develop and oversee the management of a virtual community plan to supplement the 'one-on-one' segmentation approach. Not only should a plan like this include customers, but it should also include suppliers and other stakeholders for maximum effectiveness (Wind & Mahajan, 2002).

Marketing is always changing. Modern marketing executives must make strategic decisions based on client needs due to technological advances like the internet. This requires an organized approach to gathering accurate and current data about consumers, products, the market, and the business environment. Internet marketing promotes and sells items and services online. Internet marketing uses internet commerce to promote and sell. E-commerce includes all online markets.

Internet commerce allows products and services to be traded. Electronic commerce includes internet marketing (Bala & Verma, 2018).

Digital technology refers to the encoding of information in binary form, which leads to decreased expenses in the acquisition, retention, and analysis of client data. The nature of digital marketing differs from physical marketing primarily because it entails a decrease in five specific types of expenses: search, reproduction, transportation, tracking, and verification (Goldfarb & Tucker, 2019).

An examination of B2B marketing studies has been conducted in the literature. There is a scarcity of investigations on this topic in the existing literature. Pandey et al. (2020) examined the existing literature on the utilization of digital marketing in a B2B setting. This study highlights deficiencies in the existing body of research and puts out a research plan for both academics and professionals. Saura et al. (2021) examined the primary methodologies and applications of AI-powered customer relationship management systems in business-to-business digital marketing. Their research sorts the different kinds of customer relationship management (CRM) systems into groups and investigates the main ways that AI-powered CRMs are used in B2B digital marketing. Behera et al. (2022) utilized the ethical principles of cognitive computing to address ethical difficulties specific to B2B digital marketing focused on commercial objectives. A comprehensive theoretical framework based on interdisciplinary research is suggested. Hien and Nhu (2022) found that brand awareness acts as a moderator in the association between attitude towards digital marketing and customer purchase intention. In their study, Dudakov et al. (2023) examined the influence of digital marketing channels on the B2B electronic commerce industry. Mikalef et al. (2023) created a theoretical study framework that investigates the impact of AI skills on B2B marketing abilities and, subsequently, on organizational performance.

Specifically, the objective of this research is to investigate digital marketing and B2B marketing processes, as well as digital marketing strategies and digital technology. Examining the literature revealed a dearth of studies on digital technologies and their application to B2B marketing. Therefore, the aim of this study is to present a study on B2B marketing by conducting a SWOT analysis and to emphasize the importance of digital technologies and digital marketing for B2B marketing. The study's limitations include a small number of studies in this sector and a paucity of studies utilizing digital technology for B2B marketing, which prevents us from completing a literature review and gathering much information on the topic.

The term "strengths, weaknesses, opportunities, and threats," which is an acronym that stands for "strengths, weaknesses, opportunities, and threats," is an essential tool that can be employed by people as well as by the organizations that they are a part of. It is applied on a frequent basis within the field of strategic

planning. One of the processes that is involved in doing a business analysis is the examination of "strengths, weaknesses, opportunities, and threats." In the context of the corporate sector, this definition of the word is utilized. In the context of a scenario, the components of the scenario that are referred to as the SWOT analysis are the opportunities, threats, strengths, and weaknesses of the situation. This analysis has the potential to be one of the most crucial components of a scenario, as is widely agreed upon by the majority of people. A method that involves identifying the potential deficiencies that an organization or business may have is referred to as "weakness identification," and the term "weakness identification" is used to encapsulate the operation itself. Using a SWOT analysis, it is possible to aid in the identification of internal strengths and weaknesses, external opportunities to capitalize on, and potential risks to examine, which in turn enables the creation of suitable risk mitigation measures. This is made possible via the deployment of a SWOT analysis. By doing a SWOT analysis, there is a chance that this may be accomplished from a practical standpoint.

This study investigated the following topics: business-to-business (B2B) marketing, digital marketing strategies, the expansion of digital marketing, the market share of search engines, marketing automation technologies, digital marketing, and digital technologies used for B2B marketing. From the point of view of business-to-business marketing, the function of a wide variety of digital technologies, including the metaverse, artificial intelligence, virtual reality, and augmented reality, has been investigated. In order to undertake an analysis of the employment of B2B marketing strategies within the context of digital transformation, a comprehensive SWOT model is applied.

2.   DIGITAL MARKETING TACTICS

In social media marketing, the goal is to create brand recognition, attract traffic, and generate leads for your business. Website exposure and ranking on search engine results pages are improved via search engine optimization (SEO). This increases a website's organic traffic, or unpaid visits. Websites, blogs, and infographics benefit from SEO. Companies use email marketing to interact with their target markets effectively. Email marketing serves to disseminate information, advertise specials, and publicize events, while also driving visitors towards the website of the business. Affiliate marketing pays you to promote someone else's products or services on your website. Affiliate marketing networks provide hosting video advertising on YouTube and posting links on social media. Content marketing involves creating and promoting content to increase brand exposure, traffic, leads, and consumers. Your content marketing approach can include blog entries, e-books, whitepapers, infographics, online brochures, and lookbooks (Desai & Vidyapeeth, 2019). Search and social advertising are strategically placed at the top of search listings or in a sidebar. These ads appear alongside search results for terms or phrases

entered into a search engine. Data-driven personalization involves splitting audiences and making marketing decisions based on individual data rather than historical preferences. Marketers use a variety of applications and technologies. These technologies automate or simplify marketing, gather and analyze data, and enable several ways to reach and engage a target audience. Social media advertising is paying Facebook, Instagram, Twitter, Pinterest, LinkedIn, or Snapchat to promote your content (Olson et al., 2021).
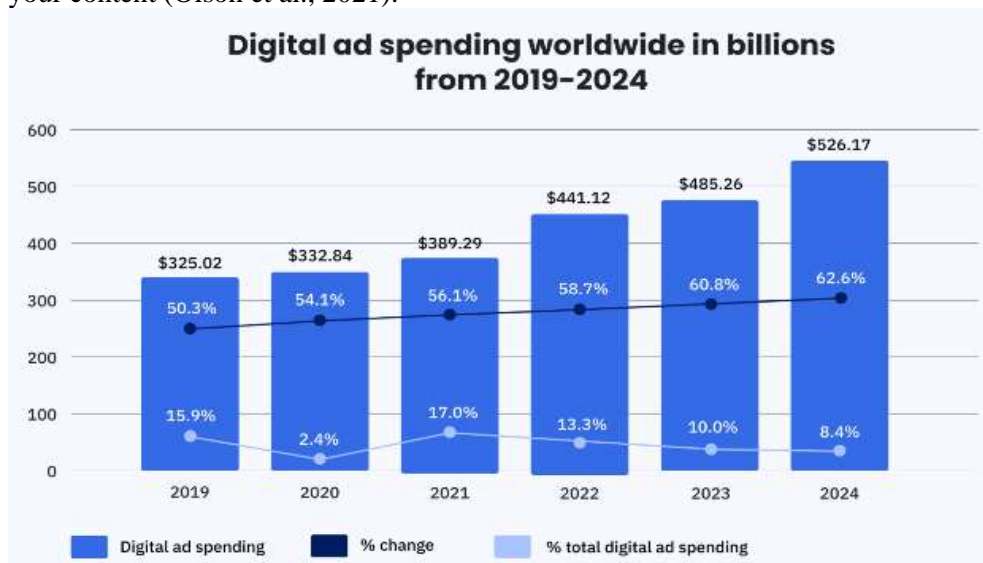
Fig. 1: 61 digital marketing stats for 2022

Source: Hufford, B. (2022). *61 digital marketing stats for 2022*. Access Date: 14/12/2023. https://www.activecampaign.com/blog/digital-marketing-statistics

Figure 1 shows with the continuous growth of digital marketing, it is crucial to examine key digital marketing statistics and trends that will have an influence on your organization in 2022 (Hufford, 2022). Search engines play a crucial role in acquiring information from the Internet. The objective of SEO is to enhance the organic traffic that a store obtains from product queries on search engines. However, the aim of retailers is likely to be the maximization of their revenues (Baye et al., 2016).
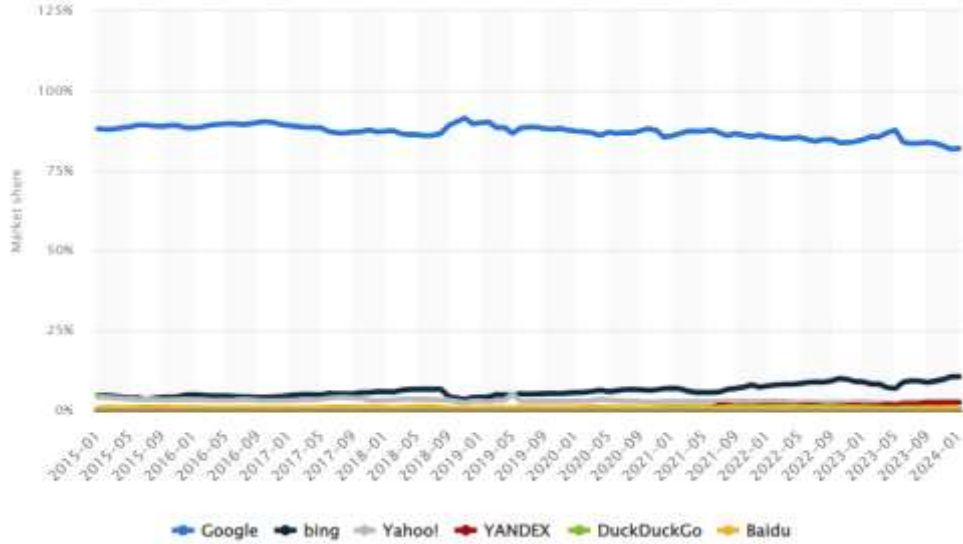
Fig. 2: Market share of leading desktop search engines worldwide from January 2015 to January 2024

Source: Bianchi, T. (2023a). *Market share of leading desktop search engines worldwide from January 2015 to January 2024.* Access Date: 24/12/2023. https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/

Figure 2 depicts the worldwide market share of leading desktop search engines. As of July 2023, the market share of online search engine Bing in the global desktop search industry was 10.51 percent, whereas Google, the market leader, held an approximate 81.95 percent share. In contrast, Yahoo possessed a market share of 2.67 percent. Google is the predominant search engine used globally. However, in many countries, other options are emerging as leaders or competitors to a certain degree (Bianchi, 2023a).

Marketing automation is a cloud-based program used to execute, oversee, and mechanize marketing procedures and activities that rely on extensive data. The use of this type of software has led to the substitution of human execution of repetitive marketing operations with performance-driven application software specifically tailored for certain activities. The marketing automation system is a crucial component in the generation of business information. Digital marketing involves using digital media and marketing technologies to analyze user traits and behaviors with big data and crowd portraiture. The analysis is thereafter employed to accurately focus the marketing tactics on users, with the aim of improving sales (Lyu et al., 2023).

Fig. 3: Employment of marketing automation by enterprises
Source: Hufford, B. (2022). 61 digital marketing stats for 2022. Access Date: 14/12/2023. https://www.activecampaign.com/blog/digital-marketing-statistics
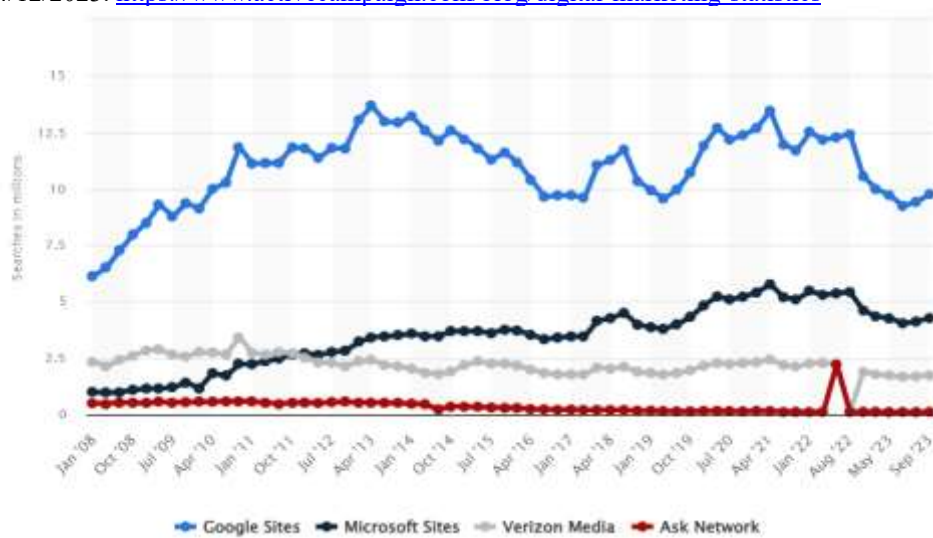
Fig. 4: In September 2023, US search engines processed explicit core search requests.
Source: Bianchi, T. (2023b). *Number of explicit core search queries powered by search engines in the United States as of November 2023.* Access Date: 28/12/2023. https://www.statista.com/statistics/265796/us-search-engines-ranked-by-number-of-core-searches/

Presently, 75% of businesses use marketing automation technologies. Multiple marketing automation systems are available on the market, each possessing unique benefits and idiosyncrasies. There are instances where it might be advantageous for your organization to utilize many options (Figure 3). Verizon Media compiled 1.75 million US internet search queries in September 2023, while Google, the industry leader, processed 9.75 million. Google dominated U.S. desktop searches (61.4%). Google dominated US mobile search with a 95% market share in April 2023 (Figure 4).
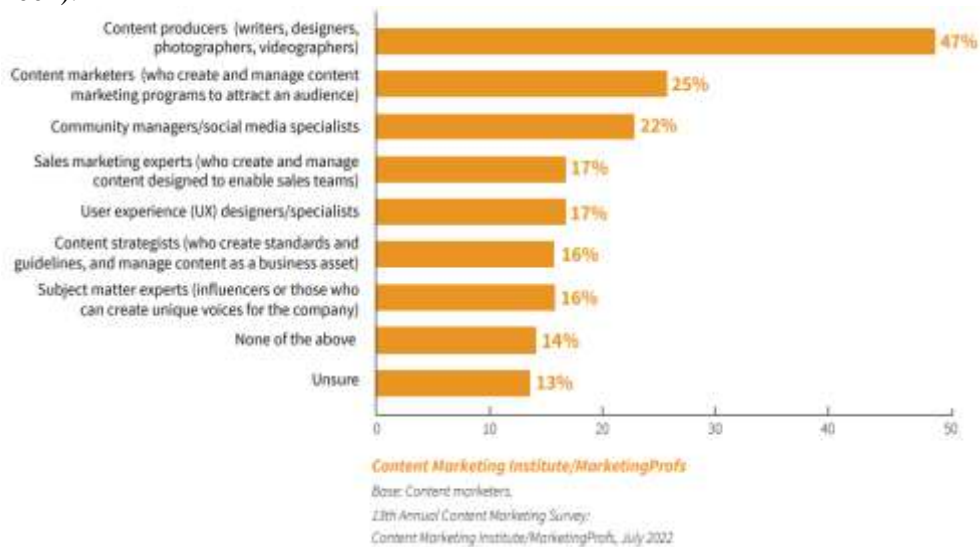
3.   B2B MARKETING

Marketing theory, in its early stages, was just an application of economic theory. Decision-making is often based on rational and economic factors in commercial marketplaces, where products are often similar and lack uniqueness. This contrasts with consumer decisions, which are sometimes considered irrational or emotional. The primary criterion in industrial procurement was attaining the lowest price while maintaining acceptable standards of quality and performance. Although trade partners did express their preferences, the provider with the lowest cost solely determined the justification for these decisions, which led to the sale (Hadjikhani & LaPlaca, 2013). Social media platforms are progressively becoming a crucial instrument for B2B enterprises. Nevertheless, there is a dearth of thorough strategic analysis in B2B social media research. Most existing studies have mostly concentrated on the tactical use of social media platforms, specifically outlining the implementation of certain tools within a plan (Cartwright et al., 2021).

The roots and identity of the B2B marketing industry are linked to the development of theories and the general business environment. Tracing the historical development of a discipline uncovers its fundamental principles and aids in understanding the past by identifying the causes behind significant changes (Cortez & Johnston, 2017). The growing digitization and emergence of new information and communication technologies have significantly changed how value is created in the B2B sector. Big data, characterized by its significant volume, velocity, variety, veracity, and value (referred to as the Five Vs), is increasingly serving as a vital source of market intelligence for B2B enterprises. Furthermore, emerging information technologies have the capability to assist firms in discovering, structuring, and disseminating the knowledge included within large datasets. Artificial intelligence is a rapidly growing field of information technology that has attracted significant attention from professionals (Paschen et al., 2019).

Vertical marketplaces are electronic platforms that facilitate the connection between customers and providers operating within the same sector. Vertical electronic markets have the potential to significantly boost value by streamlining transactions through their streamlined structure. On the other hand, a reliable intermediary supervises online transactions in horizontal electronic markets.

Horizontal electronic markets are digital platforms that frequently rely on services provided by supporting enterprises, such as financial institutions and telecommunications firms (Kusat, 2016). The creation of long-term relationships between the selling and purchasing organizations, as well as the large number of clients that require individual attention, set B2B organizations apart (Reed et al., 2004).

Fig. 5: Which roles do you anticipate your B2B organization will hire or contract for in 2023?

Source: Content Marketing, (2022). *13th Annual B2B Content Marketing.* Access Date: 20/11/2023. https://contentmarketinginstitute.com/wp-content/uploads/2022/10/b2b-2023-research-final.pdf

	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree
Our organization values creativity and craft in content creation and production.	51%	35%	6%	7%	2%
Our organization provides customers with a consistent experience across their engagement journey.	19%	46%	13%	18%	5%
Diversity and inclusion play an integral role in our organization's content decision-making and creative processes.	27%	30%	27%	11%	6%
Our organization measures content performance accurately.	13%	36%	23%	21%	8%

Content Marketing Institute/MarketingProfs
Base: Content marketers who answered each statement
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Fig. 6: Perceptions of B2B Marketers Regarding Content Marketing in Their Organizations

Source: Content Marketing, (2022). *13th Annual B2B Content Marketing.* Access Date: 20/11/2023. https://contentmarketinginstitute.com/wp-content/uploads/2022/10/b2b-2023-research-final.pdf

Approximately 50% of respondents indicated that a single individual or team inside their business is accountable for all forms of content. However, assistance with content generation is anticipated to be forthcoming by 2023 (Figure 5). 57% of marketers said that diversity and inclusion are crucial factors in their organization's decision-making and creative processes (Figure 6). The utilization of social media publications and analytics declined by 9% compared to the previous year, reaching a rate of 71%. The utilization of content creation, calendaring, collaboration, and workflow tools declined by 8% compared to the previous year. The percentage drop in email marketing software was 68% compared to the previous year's 75% (Figure 7).

Analytics tools (e.g., web analytics, dashboards) 84%
Social media publishing/analytics 71%
Email marketing software 68%
Content creation/calendaring/collaboration/workflow 65%
Customer relationship management (CRM) system 51%
Content management system (CMS) 50%
Marketing automation system (MAS) 32%
Sales enablement platform 17%
Digital asset management (DAM) system 15%
Content distribution platform 14%
Content performance/recommendation tools 12%
Other 2%

Content Marketing Institute/MarketingProfs
Base: Content marketers. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Fig. 7: Content management technologies employed by B2B organizations
Source: Content Marketing, (2022). *13th Annual B2B Content Marketing.* Access Date: 20/11/2023. https://contentmarketinginstitute.com/wp-content/uploads/2022/10/b2b-2023-research-final.pdf

4.   DIGITAL TECHNOLOGIES FOR DIGITAL AND B2B MARKETING

Businesses have adopted sustainable practices in order to meet the increasing awareness, demand, and expectations of customers for environmentally conscious and ecological alternatives (Aydin et al., 2023). In the realm of digital marketing, the use of digital technology to establish communication channels with potential recipients is aimed at efficiently meeting client needs and accomplishing the firm's goals. Artificial intelligence is now being utilized in several subfields of digital marketing. Artificial intelligence is utilized in marketing for tasks such as decision-making, autonomous robotics, and the identification of pictures, text, and speech across different categories. Artificial intelligence systems have the capability to develop opinions. Amazon, Google, Apple, and Microsoft are famous technological businesses that employ the artificial intelligence technique of speech recognition. Practical applications can be achieved by employing a variety of combinations (Nalbant & Aydin, 2023).

Multiple companies are now investigating metaverse marketing and sales tactics. The utilization of metaverse virtual and augmented reality technology enables the creation of user experiences that are dynamic, adjustable, and flexible, ultimately leading to a heightened level of consumer engagement. B2B marketers anxiously await digital technology and digital product advances to boost brand awareness, online presence, and technical skills. Metaverse marketing enables firms

to effectively engage with their present and ever-evolving client base. The evolution of the metaverse heavily relies on artificial intelligence. The advancement of the metaverse through AI, virtual reality (VR), and other technologies has the potential to enhance human connection, foster creativity, and promote well-being. The global impact of this technology is significant due to its democratization, sustainability, and capacity to provide enjoyment. In order to guarantee its effectiveness and impact, the metaverse must be constructed, including principles from psychology and notions related to human interaction (Aydin & Nalbant, 2023). AI advancements have accelerated the development of chatbot technology, making it a cutting-edge tool for interacting with B2B clients during sales and customer care interactions. There is increasing evidence to suggest that the widespread use of AI can enhance market performance in B2B settings by speeding up the decision-making process. Although widely embraced in the B2B sector, there is a scarcity of scholarly research on this phenomenon in the industrial market setting. Presently, AI research mostly emphasizes consumer marketing, whereas the analysis of industrial data to tackle concerns (Dwivedi & Wang, 2022).

Customers seek expedient access to their favorite brands and items, and their objective is to accomplish this purpose. Technological advancements have facilitated the utilization of virtual reality technology in the B2B sector. Consequently, companies are undertaking endeavors to optimize the velocity of communication. In order to be successful, companies must develop strategies that focus on the needs and preferences of consumers and provide solutions that satisfy their expectations. Investing in digital technologies such as artificial intelligence, the metaverse, blockchain, virtual reality, digital twins, and augmented reality applications is of utmost importance. It is critical to do further research on these technologies in the B2B sector to broaden the current knowledge base (Nalbant & Aydin, 2024). The metaverse is a highly important and promising topic in modern times. The Metaverse plan is anticipated to focus on the incorporation of this technology into the lives of individuals rather than its future manufacturing processes (Nalbant & Uyanik, 2021). One of the primary factors that has contributed to the advent of the metaverse age is the fast spread of technologies such as fifth-generation wireless (5G), virtual reality (VR), and extended reality (XR). The development of the metaverse heavily relies on the utilization of recently developed technologies (Nalbant et al., 2023). The usage of digital technologies like the metaverse is something that might be considered for future research.

5.   SWOT ANALYSIS FOR B2B MARKETING

An internal SWOT analysis is a strategic framework that is utilized for the purpose of identifying and assessing the strengths, weaknesses, opportunities, and threats that are present within an organization. The objective of doing such an analysis is to identify and evaluate these types of factors. This allows for the analysis

of the internal features that give possibilities and risks, as well as the internal strengths and weaknesses that are vital to the company. There is also the possibility of analyzing the internal strengths and weaknesses. Further, this framework is utilized in order to find and assess the internal strengths and weaknesses that are considered to be fundamental parts of the company. This is done in order to ensure that the organization is functioning effectively. There are occasions when this type of analysis is referred to by the phrase "SWOT statements," which is a word that is used on occasion.

Table 1: SWOT Analysis of B2B Marketing

Strengths	Weaknesses
a) The sales conversion rates experienced a boost as a result of enhancements in lead capture techniques and the acquisition of leads of superior quality. b) Strong abilities in the development of products. c) Having the capacity to readily adjust. d) The company could recruit and keep a group of seasoned individuals that are capable of doing data analytics and business strategy. e) Businesses will be able to make decisions that are more effective if they provide opportunities for customers to provide feedback.	a) Email marketing is not being fully exploited for the purpose of lead nurturing. b) A business that relies on a limited number of recurring clients. c) Representatives of manufacturing agents are scarce. d) A significant amount of effort will be required of the company to separate itself from its rivals and provide a higher level of value to its clients. e) The company could have to make significant investments in the process of hiring and training its workers.
Opportunities	Threats
a) Enhance the mean customer income by augmenting the value of the monthly plans offered and persuading existing customers to upgrade to higher-tier plans. b) The internet environment has several possibilities. c) Upstream demand: a roadmap for future enhancements. d) The company has the ability to broaden the scope of its services beyond data analysis. e) By providing software solutions, the company has the potential to broaden the scope of its services beyond data analysis.	a) The entry of new businesses and larger digital platforms into the market has increased the level of competition. b) The most significant rivals in the target markets. c) A rise in the utilization of robots. d) It is possible for firms to reduce their spending while the economy is experiencing difficult times. e) The company will be dealing with confidential information.

Having up-to-date data on audience interactions enables your team to evaluate itself in comparison to other businesses in the industry. This is because customers could select which companies they want to connect with the most. A thorough SWOT model, which is depicted in Table 1, is utilized to conduct an analysis of the utilization of B2B marketing tactics within the framework of digital transformation. The process of establishing strategic plans for domestic and international corporations, as well as for a variety of governmental organizations, has seen a significant increase in the adoption of this model. This process has also seen a major development in the application of this model. This has been one of the factors that has contributed to the significant increase in popularity of the model. A SWOT analysis, which is an acronym that stands for strengths, weaknesses, opportunities, and threats assessment, is one of the most essential ways that organizations may use to examine the many parts of their operations. After you have gotten a grasp of the SWOT analysis model, you will be able to decide whether the tool will be of use to you in doing trustworthy research on the organization. Most businesses, teams, and specialists can make use of a technique known as a SWOT analysis model. Executing such an analytical model comes with several benefits.

6. CONCLUSION

In the realm of marketing and promotion, the key reasons that are driving the expansion and enhancement of marketing and promotional instruments are the progress and integration of technology as well as digitalization. These are the primary reasons that are driving the growth and enhancement of marketing and promotional instruments.

Using digital technology to produce distinctive designs is crucial to marketing tactics. If the marketing sector were to enhance its use of digital technology, it would be beneficial to the industry since it would lead to an improved possibility of generating good results. When it comes to the relevance of making investments in these creative technological developments, it is hard to lay enough emphasis on the importance of doing so.

To achieve success and maintain operations, it is imperative for a company to thoroughly analyze the internal dynamics of the organization and the external factors influencing the global market. It is imperative for the organization to attain success and sustain its operations. It is highly crucial for them to build this capability in order to strengthen their ability to foresee future events and to improve their ability to respond to prospective opportunities and difficulties. Prior to embarking on any strategic planning, it is imperative to conduct a thorough examination of the client's initial objectives and ambitions. Consumers possess a substantial need for brands and products that are readily available and delivered in a streamlined manner. This request is significant. Hence, it is logical to infer that the pace of communication will soon approach its maximum capacity. This judgment is justified based on the facts

supplied here. To guarantee utmost customer happiness, organizations should prioritize customer contentment as a central focus of their corporate strategy and provide customized solutions to meet their customers' needs. Therefore, it is imperative to allocate financial resources towards the advancement of digital technology.

By thoroughly analyzing the strategy's advantages, disadvantages, limitations, and difficulties, one may evaluate its positive and negative aspects. The SWOT analysis is characterized by subjectivity, simplicity, lack of prioritization, and the provision of inadequate responses. Nevertheless, it offers a thorough summary of the organization and assists in determining the order of importance for objectives. An organization must carefully consider the advantages and disadvantages of utilizing a strategic management technique such as SWOT analysis. Utilizing a SWOT analysis may assist firms in making informed decisions and successfully attaining their objectives. This assumption is effective when used correctly.

The search patterns demonstrated by clients who use a price comparison engine alongside a rival may potentially imply a business-to-business (B2B) affiliation within the area of e-commerce marketplaces, which are settings in which many businesses compete for the attention of customers. This is a result of the fact that customers in this circumstance are more likely to look for a deal that is more favourable. Effective utilization of digital marketing tactics and technology is crucial for B2B marketing.

Given the scarcity of practical studies undertaken for business-to-business marketing, there is a possibility for a rise in future research on this area. In addition, it is imperative to do research that encompasses cutting-edge technologies such as virtual reality, augmented reality, mixed reality, artificial intelligence, machine learning, deep learning, and the metaverse. Furthermore, it is crucial to increase the current corpus of literature on these subjects. In addition, research may be carried out to examine the disparities between business-to-business marketing methods and other marketing tactics.

Ethical Declaration

In this study, all the rules stated in the "Higher Education Institutions Scientific Research and Publication Ethics Directive" were followed.

Ethics Committee Approval

The author declare that the research is one of the studies that does not require ethical committee approval.

Conflict of Interest and Funding

No conflict of interest and funding has been declared by the author.

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