

# *Areas Of Application Of Content Marketing In The Sale Of Goods And Services*

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**Abstract – The article provides information on trade in goods and services. It also provides insights into the application of content marketing, and their impact on sales of goods and services, and analyzes those using examples.**

**Keywords – Trade, Goods, Services, Marketing, Price, B2B, Sales Management, Pricing Strategies, Discounts, Marketing Communications.**

## I. INTRODUCTION

In industrial marketing, the main means of communication is personal sales, while in consumer marketing; the main focus is on advertising and sales promotion. This is due to the nature of the customer's purchasing decisions and the nature of the "seller-buyer" relationship. The ability of a business to solve a customer's problems depends on the sales representative. There are three distinct groups of problems associated with the development of industrial sales management software. First, the role of individual sales in the marketing mix needs to be defined. Second, it is necessary to make a number of decisions related to the organization and management of sales staff, including determining the size and structure of the sales department, recruitment, selection, training, motivation, compensation, monitoring and evaluation of activities. Third, vendors need to focus their efforts on specific areas - sales areas, product lines, and customers.

## II. LITERATURE REVIEW

The goal of all marketing activities is to meet the needs of the customer, and the sales representative is directly responsible for the level of customer satisfaction. Unlike consumer marketing, industrial marketing is characterized by a different degree of influence of the sales representative on the overall ability of the enterprise to solve customer problems and meet their needs. This aspect of industrial sales is related to the relationship between buyer and seller - one of the four indicators of the uniqueness of industrial marketing. In other words, the sales representative is part of the enterprise brand offer. The role of individual sales should be defined in this context.

First of all, one of the most important responsibilities of a sales representative is to help the customer identify the purchase problem. It should show exactly how the purchase of a particular product / service affects the achievement of the customer's goals.

Secondly, the sales representative may be responsible for the installation and maintenance of the product, as in the case of the purchase of capital equipment, for example. When purchasing materials and OEM products, the sales representative assists the customer in organizing the customer's production process and integrating the purchased materials and parts into his production

system, including controlling and planning inventory levels. All of these aspects - installation, consulting, maintenance, repair, as well as inventory level planning and control - can be combined under the general name of "after-sales customer service".

Thirdly, in a marketing-oriented enterprise (as opposed to a transaction-oriented enterprise), the sales representative is responsible for representing the customer's interests in the manufacturing enterprise. That's the basic premise of a customer-centric marketing concept. It is a source of competitive advantage in the context of the need to adapt an industrial product to the specific needs of the customer.

### III. ANALYSIS

When it comes to B2B content marketing, you are entering a huge world. You can't imagine how much B2B content marketing there is. There can probably be thousands of guidelines on brand voice, writing techniques, market segmentation and much more.

But, forget it all. Because here you will learn how the biggest companies in the world do it. 4 successful applied research B2B content marketing programs.

#### *1 HubSpot*

HubSpot can be a great example of how to do this right in B2B content marketing.

First, the HubSpot blog is divided into two separate paths: marketing and sales. A few other blogs often mix and match the two. The two sciences are often closely related to each other, and it makes sense for them to overlap on multiple topics.

However, HubSpot understands that interesting and in-depth content is what its listeners need. Thus, HubSpot offers content that is both more focused, comprehensive, and relevant to the needs of the audience.

The content of HubSpot is very high quality, from very detailed guides to free resources. HubSpot ranks first for many marketers of all disciplines because the content offered is very high quality and its benefits can be felt.

HubSpot provides its readers with original data, research, and new insights. This makes it one of the best examples of B2B content marketing.

#### *2. General Electric*

While General Electric (GE) may be known for its microwave oven television broadcast division led by Alec Baldwin, GE is one of the best B2B content publications in the world.

GE is a large company with dozens of divisions, hundreds of products and thousands of physical locations. GE of this size publishes a lot of great content to appeal to decision makers in various industries. However, the most glaring of the many types of content is the online journal Technologist.

The composition of the technologists is focused on the development of the latest technologies. This will allow other businesses to see the benefits of the technologies being offered and how this technology can shape the world in a broader sense. Overall, GE proves that B2B content marketing shouldn't be boring or rigid.

#### *3. Buffer*

Buffer is not only a great social media tool, but it is also one of the best B2B marketing blogs on the Internet. Launched in 2010, Buffer has always been committed to creating quality content from the start, and that's what sets it apart from several other blogs.

The buffer embodies an indigenous culture of transparency in a unique way - a move that has evolved rapidly as the buffer has made every aspect of the company visible to everyone.

The structure of the buffers not only displays a lot of data and research, but also processes data and research in an interesting way. Often they combine marketing information with concepts about psychology and other interesting topics.

This has led to thousands of back links and a great impact on the brand, and has helped the buffer achieve higher growth rates than ever before.

### 4. Institute of Content Marketing (CMI)

CMI is the world's leading authority in all areas of content marketing. While the recommendations and strategies provided by CMI are more useful for individuals with personal blogs, CMI stands out as an invaluable resource for B2B content marketers.

Like some of the names mentioned above, CMI also offers a variety of interesting content in the form of writing, info graphics, or other data visualization based on self-conducted research.

This is a discussion of 2 case studies of successful B4B content marketing programs. Remember to advertise through the Froggy Ads service to grow your business; you can start advertising your product so that later you will increase the number of visitors on your online business portal. Froggy Ads is an online advertising service that helps you manage all your advertising companies, helps you set the marketing goal you want and gives you many opportunities to sell your product.

## IV. DISCUSSION

The influence of the sales representative is not limited to the definition of product performance in the technical sense, but may be related to aspects of the full supply of goods and services, such as lending terms, various clauses of the contract, supply planning and implementation. This feature can be especially important in situations where an industrial marketer considers a distributor as his or her customer. The sales representative is responsible for delivering the business message to the customer, increasing sales, and placing orders. This means that the sales representative must be able to deal with people. Personal sales are very effective as a type of communication because the sales representative can make corrections to the business message based on the response received during the interaction. Empathy is the ability to feel the other person's reaction, and the ability to grieve with it is a very important aspect of a salesperson's character.

In industrial marketing, the main means of communication is personal sales, while in consumer marketing; the main focus is on advertising and sales promotion. This is due to the nature of the customer's purchasing decisions and the nature of the "seller-buyer" relationship. The ability of a company to solve a customer's problems depends on the sales representative. There are three distinct groups of problems associated with the development of industrial sales management software. First, the role of personal sales in the marketing mix should be determined. Second, it is necessary to make a number of decisions related to the organization and management of sales staff, including determining the size and structure of the sales department, recruitment, selection, training, motivation, compensation, monitoring and evaluation of activities. Third, vendors need to focus on specific areas - sales areas, product lines, and customers.

*The role of personal sales.* The purpose of marketing activities is to meet the needs of the customer and the sales representative is directly responsible for their level of satisfaction. Unlike consumer marketing, industrial marketing is characterized by a different degree of influence of the sales representative on the overall ability of the enterprise to solve customer problems and meet their needs.

This aspect of industrial sales is related to the relationship between buyer and seller - one of the four indicators of the uniqueness of industrial marketing. In other words, the sales representative is part of the enterprise brand offer. The role of individual sales should be defined in this context.

*Sales representative as part of the brand offer.* First of all, one of the most important responsibilities of a sales representative is to help the customer identify the purchase problem. It should show exactly how the purchase of a particular product / service affects the achievement of the customer's goals. Second, the sales representative may be responsible for the installation and maintenance of the product, as in the case of the purchase of capital equipment, for example. When purchasing materials and OEMs, the sales representative assists the customer in organizing the customer's production process and integrating the purchased materials and parts into his or her production system, including controlling and planning inventory levels. All of these aspects - installation, consulting, maintenance, repair, as well as inventory level planning and control - can be combined under the general name of "after-sales customer service".

Third, in a marketing-oriented enterprise (as opposed to a transaction-oriented enterprise), the sales representative is responsible for representing the customer's interests in the manufacturing enterprise. This is the basic principle of the marketing concept that really ensures that the company is customer oriented. It is a source of competitive advantage in the context of the need to adapt an industrial product to the specific needs of the customer. The influence of the sales representative may not be limited to the definition

of product performance in a narrow technical sense, but may be related to aspects of the full supply of goods and services, such as lending terms, various clauses of the contract, supply planning and implementation. This feature can be especially important in situations where an industrial marketer considers a distributor as his or her customer.

*Sales representative as part of the communication mix.* The sales representative is responsible for delivering the business message to the customer, increasing sales, and placing orders. This means that the sales representative must be able to deal with people. Personal sales are very effective as a type of communication because the sales representative can make corrections to the business message based on the response received during the interaction. Empathy is the ability to feel the other person's reaction, and the ability to grieve with it is a very important aspect of a salesperson's character. It is also a good idea to use sales management software in B2B. Examples of such software systems are ERP and DRP systems.

### V. CONCLUSION

In industrial marketing, the main means of communication is personal sales, while in consumer marketing; the main focus is on advertising and sales promotion. This is due to the nature of the customer's purchasing decisions and the nature of the "seller-buyer" relationship. The ability of a business to solve a customer's problems depends on the sales representative. The purpose of marketing activities is to meet the needs of the customer, and the sales representative is directly responsible for the level of customer satisfaction. Unlike consumer marketing, industrial marketing is characterized by a different degree of influence of the sales representative on the overall ability of the enterprise to solve customer problems and meet their needs. The influence of the sales representative is not limited to the definition of product performance in the technical sense, but may be related to aspects of the full supply of goods and services, such as lending terms, various clauses of the contract, supply planning and implementation. The organization of sales services on the principle of product specialization allows sellers to focus on a small group of products of the entire product line of the enterprise. At the heart of the problem that the sales manager needs to address is the need to establish a link between the seller's actions (almost always link measured by the number of business visits made) and the sales results. It takes a lot of ingenuity to effectively distribute customers among sales representatives.

Careful analysis helps to determine the possible consequences of the decisions made. Other types of automation of sales and marketing activities include systems to support sales representatives and sales managers, such as business meeting and expense reports, order recording, inventory level control, and storage of potential customer information. Personal sales are the main means of communication in industrial marketing, while in consumer marketing the main focus is on advertising and sales promotion.

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