

секторах бизнеса. В подобных конкурентных условиях как российские, так и иностранные консалтинговые компании вынуждены проводить грамотную маркетинговую политику. Новые компании преследуют цель формирования эффективного позиционирования и хотят закрепиться на динамичном рынке, а опытные – вынуждены адаптироваться под тренды и инновации. В этой связи данная тематика приобретает повышенную актуальность и направлена на выявление закономерностей, существующих в продвижении международных консалтинговых компаний, с целью составления рекомендаций для унифицированного применения этих закономерностей к российским фирмам. Автором использован метод контент-анализа, в результате которого по семнадцати критериям были проанализированы посты компаний KPMG, EY, PwC, Deloitte за 2020 г. в социальных сетях Facebook и Twitter. Одним из содержательных критериев выступает критерий экспертности информации в записи. Количество подобных постов превалирует над публикациями с не-экспертной тематикой. В результате исследования были сформированы конкретные рекомендации по продвижению консалтинговых услуг на международном рынке.

Ключевые слова: консалтинг, SMM, маркетинг, консалтинговые услуги, контент-анализ.

УДК 061.43(100)

A. Efimova

COMPARATIVE ANALYSIS OF PROMOTION OF INTERNATIONAL EUROPEAN AND RUSSIAN B2B MARKET EXHIBITIONS USING INTERNET MARKETING TOOLS

Abstract

The Internet trade segment is increasing due to the economic downturn in world economy and current situation. Currently, the Internet has become the main information and communication resource, which allows customers to make purchases. That is why exhibition organizers should pay attention to this type of marketing. There are various Internet marketing tools, and in this article, we have focused on more detailed study of content marketing tools (websites and exhibition accounts in social networks). The purpose of the study is to compare the experience of promoting international European and Russian B2B exhibitions in the Internet environment and to evaluate the effectiveness of these promotion tools. As a result, it was determined that Russian B2B exhibitions should develop their websites and social media accounts in order to attract more foreign participants and visitors to the exhibition.

Keywords: exhibition, international marketing communications, B2B market, crisis, anti-crisis communication.

To create a positive image of any company, which is favorable for creating or strengthening cooperation with other companies, it is better to adhere to the correct international communication. In this article, we discussed one of the most promising communication tools – exhibition.

The concept of “exhibition” can be considered from different points of view:

- 1) from the point of view of organizers, exhibition represents a marketing product that is “offered for market participants and satisfies their need”;
- 2) from the point of view of participants, it’s a place where they can offer their product to customers;
- 3) from the point of view of visitors – a platform where solutions that meet customers’ needs are presented [2, p. 403].

There are the main characteristics of classification of exhibitions:

- geographical characteristic (worldwide, international, with international participation, national, interregional, regional/local);
- frequency of exhibition (annual, seasonal, periodic);
- industry characteristic (universal, multi-industry, industry-specific);
- commercial characteristic (commercial, non-commercial);
- duration of exhibition (regular, temporary, short-term);

– thematic focus (artistic, technical, educational, scientific, industrial, commercial, etc.) [6, p. 451].

Depending on the classification, exhibitions can perform the following functions:

1) socio-cultural function (technological development, public relations and stimulation of interest, as well as audience education);

2) macroeconomic function (negotiation and conclusion of transactions, as well as industry overview);

3) information function (dissemination of information, market research);

4) presentation function (presentation of your product, introduction to new products of competitors, development of profile);

5) communication function (establishing and maintaining contacts with potential customers, forming company's image, increasing brand awareness, obtaining data on the preferences of foreign consumers, sharing experience) [7, p. 40].

It is also necessary to define the term “marketing”, which has a large number of definitions. According to the following, “marketing is a social and managerial process that allows individuals and groups of individuals to meet their needs and needs through the exchange of goods and consumer values created by them” [3, p. 44].

At the moment, Internet marketing is one of the most popular types of marketing. It has advantages such as interactivity, a high degree of interaction with the target audience, as well as analytics, which allows you to improve the strategy of online promotion [1, p. 4-5]. There are various Internet marketing tools, including contextual advertising, SEO, website promotion, SMM, e-mail marketing, target, etc., each of which is characterized by its own features. In this article, we focused on a more detailed study of content marketing tools (websites and exhibition accounts on social networks). The main goals that companies pursue using content marketing are informing potential customers, familiarizing them with their own offers, creating an image, and increasing direct sales.

Website as Internet marketing tool is most often integral for different types of organizations and serves as a platform containing information about the organization and presenting the company's goods /services. In addition, with the help of corporate website, it is possible to form company's image, and it significantly expands the opportunities for interaction with potential buyers due to the partial automation of work processes [5, p. 259-260].

Social networks are very popular among users, as they are based on a person's need to communicate with other people who have similar interests. Today, social networks are the channel with the highest level of positive perception from the audience, which makes it one of the most effective PR tools [4, p. 65].

Due to the current situation in the world, Internet promotion tools are important and relevant. In this article, we focused on a more detailed study of such tools as a corporate website and a social media account, because with their help it is possible to get not a short-term result, but rather a long-term one, which is based on the loyal and trusting attitude of the audience.

The object of our research is the Internet marketing tools (websites, social media accounts) of European and Russian international B2B exhibitions, and the subject is promotion of these exhibitions using Internet marketing tools. We conducted an analysis of the largest B2B exhibitions in the field of industry and construction to determine the effectiveness of using such Internet marketing tools as websites and social networks to promote international B2B exhibitions. The selection of international exhibitions for analysis was formed based on their indexing in the international search engine Google. Exhibitions were selected according to the principle of priority indexation. We selected and analyzed 200 of the most popular international exhibitions: in Russia – 100, in Europe – 100.

To determine the effectiveness of using site as a promotion tool, we used such a comparison criterion as determining the site rating. Thus, the rating of sites of European industrial B2B exhibitions is 3,568,346, and the rating of Russian exhibitions in the same field is 5,055,826. For comparison, sites of European construction B2B exhibitions occupy the following results – 3,889,387, and the rating of sites of Russian construction B2B exhibitions is 5,132,680. Thus, the rating of sites of European industrial exhibitions is higher than sites of construction exhibitions.

Websites of Russian exhibitions have the same result. This is due to the fact that together industrial exhibition sites have higher results in many criteria.

This is due to the fact that sites of industrial exhibitions have higher results for many criteria. However, this difference in results is not so big, compared with the results of exhibition sites held in Russia and Europe. Sites of European B2B exhibitions (industrial and construction) have a higher AR rating. Thus, sites of European exhibitions have higher results in terms of such characteristics as design site and its usability, availability of e-mail mailing lists and results of previous exhibitions, as well as cost of participation. In addition, they have better results in such criterion as adaptation of site to foreign users, and this is one of the main criteria that is especially important for sites of international B2B exhibitions. Thus, it can be said that differences in results between countries are greater than between industries.

We analyzed accounts of exhibitions on such social networks as Facebook and Instagram and determined that most of B2B exhibitions (especially European ones) pay attention to such a social network as Facebook. Facebook is the most popular among international social networks, as well as due to the characteristics of this social network and its audience. So, accounts of European exhibitions on Facebook have better results (the number of subscribers) than accounts of Russian exhibitions.

We took the number of subscribers to determine the effectiveness of account maintenance. Thus, the average number of subscribers among the accounts of European industrial exhibitions is 8,333, and among construction exhibitions – 17,295. If we talk about the accounts of Russian B2B exhibitions, the number of subscribers among the accounts of industrial exhibitions is 1,173, among construction – 1,934. At the moment, the accounts of Russian exhibitions on Facebook have lower results in almost all characteristics compared to the accounts of European exhibitions, so we recommend that organizers of exhibitions pay more attention to this marketing tool. Thus, we can say that the differences in results between countries on Facebook are greater than between industries.

To determine the effectiveness of maintaining Instagram accounts, we also counted the number of subscribers. So, the average number of subscribers among the accounts of European industrial exhibitions is approximately 1,012, among the accounts of construction exhibitions the result is higher and it's 8,191. Among the accounts of Russian industrial B2B exhibitions, the average number of subscribers is 967, and among construction exhibitions – 3,256. Thus, if we compare the results obtained by Instagram accounts, then there the differences between the indicators obtained by the accounts of exhibitions in Russia and Europe are less significant. However, Instagram accounts of construction exhibitions have higher results than the accounts of industrial exhibitions, i.e. it can be concluded that in this social network, the differences in results between industries are greater than between countries.

Thus, Russian B2B exhibitions should develop more accounts on both social networks in order to attract more foreign participants and visitors to exhibition. At the same time, special attention they should pay to such characteristics as diversity of content, as well as adaptation of information to international audience. Because if accounts are only in Russian, then they give impression that these exhibitions are interesting only for Russian participants and visitors, that they are domestic Russian, but it contradicts types of these exhibitions.

Next, we discuss in more detail the international B2B exhibitions that take place at Ekaterinburg-Expo exhibition center, including the following exhibitions: “Здравоохранение Урала”, TechnoPark Ural, Build Ural, Security Ural, 100+ TechnoBuild, “Металлообработка. Сварка – Урал”, “Иннопром”. Many exhibitions in this exhibition center are industrial or construction-oriented. This is due to the fact that B2B exhibitions in these industries are one of the most popular among B2B exhibitions. Also, Ekaterinburg is a kind of “industrial capital” of the country. In addition, the construction industry is one of the most developed and popular, so our region is characterized by exhibitions of such areas as industry and construction.

After analyzing the exhibition sites, I would like to note that most of them have a rating above average, but there are some (TechnoPark Ural, Security Ural), which are rated lower. This is primarily due to the fact that many important characteristics are not presented on websites of these exhibitions. For example, site of TechnoPark Ural exhibition does not have its own distinctive characteristics, i.e.

it does not differ much from sites of other exhibitions. Unfortunately, list of participants is not available on the exhibition website, despite the fact that the exhibition should be held in the near future. In addition, the site does not present the results of previous exhibitions, does not show any statistics of visits, so participants do not have any opportunity to get acquainted with data on who most often visits this exhibition, in what quantity, etc. Current content is also updated on the site, but the frequency of its updates is different and the intervals between news updates can be different (from two days to several months).

As for such characteristics as availability of free consultation, reviews of visitors/participants of previous exhibitions, as well as presence of links to exhibition accounts in social networks and cost of participation, they are not available on TechnoPark Ural exhibition website. Next, consider the website of Security Ural exhibition. Like the site of previous exhibition, site of this exhibition has a standard design. Current content is updated quite rarely, in addition, there is no free consultation, reviews of participants and visitors, e-mail mailing and links to the exhibition accounts in social networks, as well as cost of participation in this exhibition. Thus, many characteristics are not presented on the sites of these exhibitions, which influenced their rating.

For comparison, consider the exhibition site 100+ TechnoBuild, which has the highest rating among the analyzed exhibition sites (2,124,377). Unlike the sites of previous exhibitions, this exhibition has a fairly original design of the site, and it is also convenient. The website presents the participants and partners of the exhibition, as well as the results of previous exhibitions. As for the current content, it is not only presented on the site, but also updated frequently and regularly. In addition, the site has links to the exhibition's social media accounts, feedback, and the site is adapted for foreign participants. That is why it has a high rating due to the fact that most of the main characteristics are presented on the site.

For comparison, consider the exhibition site 100+ TechnoBuild, which has the highest rating among the analyzed exhibition sites (2,124,377). Unlike the sites of previous exhibitions, this exhibition has a fairly original design of the site, and it is also convenient. The website presents participants and partners of the exhibition, as well as results of previous exhibitions. As for current content, it is not only presented on the site, but also updated frequently and regularly. In addition, the site has links to exhibition's social media accounts, feedback, and the site is adapted for foreign participants. It has a high rating because most of the main characteristics are presented on the site.

As for Facebook exhibition accounts, only four exhibitions have account on this social network. Of the four accounts presented, two do not have very high results, and the other two have higher. So, the number of subscribers in the account of “Иннопром” exhibition is 6,298, which is the highest result among the analyzed exhibition accounts. This high rating is also due to the fact that the exhibition account presents most of the characteristics. So, the account has posts with user and selling content, as well as video content that has been popular among users recently. In addition, the exhibition's account presents such characteristics as feedback and, importantly, posts appear regularly and often, which indicates the active maintenance of the account.

Regarding the accounts of exhibitions on Instagram, there are only three exhibitions that have their account. 100+ TechnoBuild exhibition account has a higher number of subscribers (1,311). Regarding the diversity of content, it should be said that content is not very diverse, there is no video content, but the account has live broadcasts and interviews, i.e. it uses the capabilities of this social network. I would also like to note that posts appear regularly and often, which indicates the active maintenance of the account. But, like most accounts of Russian international exhibitions, despite their international nature, they do not adapt posts to an international audience.

Thus, it was determined that exhibitions held at Expo exhibition center do not fully use all capabilities of Internet marketing tools. So, most exhibition sites need to be made more modern and creative in design, so that they correspond to sphere of exhibition. In addition, content needs to be updated and new information published more frequently and regularly. Also, they should make possible to use free consultation and to subscribe to an e-mail newsletter, add feedback from participants and visitors, as well as indicate cost of participation. Since all exhibitions are international, exhibition sites need to be adapted to audiences from other countries. As for the

accounts of exhibitions on social networks, the content should be made more diverse, also use the opportunity of social networks and show video content, as well as conduct live broadcasts and interviews. They should also make it easy to navigate and actively and regularly post new posts. In addition, we recommend to translate text in posts into English for foreign subscribers.

References

1. Danilina M. V. Instrumentarij internet-marketinga i ego znachenie v sovremennoj ekonomike [Toolkit of the Internet marketing and its significance in contemporary economy] // Internet-zhurnal Naukovedenie. 2014. № 6 (25). URL: <https://www.elibrary.ru/item.asp?id=23455869>
2. Korotkov A. V. Upravlenie marketingom [Marketing Management] / A. V. Korotkov, I. M. Sinyayeva. M.: YUNITI-DANA, 2005. 463 s.
3. Kotler F. Osnovy marketinga: professional'noe izdanie [Marketing Basics: Professional Edition] / Filip Kotler, Gari Armstrong; 12-e izd., M. [i dr.]: Vil'yams, 2009. 1067 s.
4. Khalilov D. Marketing v social'nyh setyah [Marketing in social networks] / Damir Halilov. 2-e izd. M.: Mann, Ivanov i Ferber, 2014. 240 s.
5. Yakovleva N. B., Petrova O. A. Sajt kak instrument prodvizheniya torgovoj kompanii [Website as a tool for promoting a trading company] // Aktual'nye problemy aviatsii i kosmonavтики. 2014. Vol. 2. № 10. S. 259-260. URL: <https://www.elibrary.ru/item.asp?id=22549218>
6. Bauer T., Jin X., Weber K., Dimensions and Perceptual Differences of Exhibition Destination Attractiveness // Journal of Hospitality Tourism Research. 2012. Vol. 32. № 4/32. Pp. 447-469. DOI: 10.1177/1096348012436382.
7. Kirchgeorg M. Management Trade Show / M. Kirchgeorg, V. Dornscheidt, N. Stoeck. Berlin: Gabler, 2005. 340 p.

А. В. Ефимова

СРАВНИТЕЛЬНЫЙ АНАЛИЗ ПРОДВИЖЕНИЯ МЕЖДУНАРОДНЫХ ЕВРОПЕЙСКИХ И РОССИЙСКИХ ВЫСТАВОК В2В РЫНКА С ПОМОЩЬЮ ИНСТРУМЕНТОВ ИНТЕРНЕТ-МАРКЕТИНГА

Аннотация

В связи с экономическим спадом в мировой экономике и сложившейся ситуацией увеличивается сегмент Интернет-торговли. В настоящее время Интернет стал основным информационным и коммуникационным ресурсом, который дает возможность совершать покупки. Именно поэтому организаторы выставок должны уделять особое внимание данному типу маркетинга. Существуют разные инструменты интернет-маркетинга, но в данной работе мы остановились на более подробном изучении инструментов контент-маркетинга (корпоративные сайты и аккаунты выставок в социальных сетях). Целью исследования выступает сравнительный анализ опыта продвижения международных европейских и российских В2В выставок в интернет-среде и оценка эффективности данных инструментов продвижения. В результате было определено, что российским В2В выставкам следует больше развивать свои сайты и аккаунты в социальных сетях, чтобы привлечь большее количество зарубежных участников и посетителей на выставку.

Ключевые слова: выставка, международные маркетинговые коммуникации, рынок В2В, продвижение выставок, инструменты интернет-маркетинга.

УДК 338.48

A. Iufereva

WINE TOURISM IN TUSCANY, ITALY: BRANDS, TERRITORY AND CULTURAL HERITAGE

Abstract

The main objective of this paper is to underline the importance of wine tourism in Tuscany, Italy, as a pull factor for the tourism sector. Starting from a review that has been focusing on a