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**INBOUND MARKETING: DIGITAL REALITY**

We live in the world of information technology. Find a sphere of life in which they have not yet get into is very hard. Influencing on our consciousness, the use of information technology forms a new, digital reality of existence, requires a rethinking of old concepts, behavior patterns and finding ways to quickly adapt to new conditions of existence.

One of the sphere that is sensitive to the impact of the growing informatization is marketing. Here, information technology has stopped to be a simple tool that can reduce the complexity and speed up the acting of various routine work. Today’s projects aimed at convergence of the manufacturer and the consumer, on the gradual transition of marketing activities from the orientation towards the consumer to the orientation of the person, his needs and values (what F. Kotler calls "Marketing 3.0"). On the other hand, the extraordinary importance of the Internet in our lives predates the outbound marketing by "inbound marketing" (Table 1).

Here are some figures that illustrate the reasons for this state:
→ 45% of direct mail never gets opened, 200 million people are on the national Do Not Call Registry;
→ 85% of people fast forward through commercials;
→ 84% of 25–35 year-olds are likely to click off a website with excessive advertising [1];
→ in 2014, research found that 81% of shoppers conduct online research before making a purchase;
→ in 2014 found that 61% of people read product reviews before making a purchase [2];
→ more people own a mobile device than a toothbrush;
→ Facebook is the largest country on earth [3];
→ B2B companies that blog generate 67% more leads per month than those who do not;
→ B2C companies that blog generate 88% more leads per month than those who do not [4].

Table 1

| Outbound marketing is interruption-based marketing. Its premise is to find a medium with a large following and periodically interrupt that following with disassociated ads. The hope is that with some careful planning and a study of the demographics, a small percentage of the audience will listen to the interruption in the storyline and convert into a customer. If you can find a large enough following or an above average association, the small percentage of conversions will be worth the investment. Those opportunities are increasingly more like a needle in a haystack | Inbound marketing is permission-based marketing. There are two premises here:
 pien last, communicate via mediums in which the audience has given you permission to communicate.

• Second, answer the questions people are asking and proliferate those answers around the web in anticipation of the question.

Both of these premises are permission-based. In the first method, the audience is smaller in numbers than mass media, but because the audience is inherently more friendly and has already raised their hand to get your messages, the audience converts at a 750% higher rate than interruption-based marketing.
Examples: subscription based email marketing, social media, blog subscribers, webinar attendees, etc. |

Examples: TV, Radio, Direct Mail, Newspaper, Billboards |

Examples: SEO, keyword targeting, landing page strategy, content/blog strategy, etc. |
Despite the fact that the information technologies of inbound-marketing have long been included in the arsenal of most foreign companies, the history of their use in Ukrainian business is just beginning. In particular, examples of the world-famous inbound-marketing technologies are Content Management System (CMS), Marketing Automation [5], which are freely available for our companies. The two most powerful software makers in these segments are the American companies — HubSpot and Marketo (Table 2).

In Ukraine, many B2B sectors use certain elements of inbound marketing: logistics services, freight transport, segments in construction, wholesale trade [5]. There are dozens of portals that can actually be called the first step for finding clients on the Internet. Consumers themselves find out about suppliers, comment on themselves and exchange experiences. Ukrainian portal all.biz is among the ten most popular portals in the world, providing information in 26 languages about services and goods on B2B markets.

### Table 2

<table>
<thead>
<tr>
<th>Function</th>
<th>HubSpot</th>
<th>Marketo</th>
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<tbody>
<tr>
<td>Content Creation; Landing Pages; E-mail &amp; E-Newsletters; Marketing Analytics; Social Media; Lead Nurturing; SEO; Marketing Automation</td>
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<td>It’s very expensive software. The tariff consists of the base price ($200, $800, $2400) for a different set of functions + payment for each additional thousand contacts (base fee for the tariff allows filling only 100 or 1000 contacts in your base). The minimum payment period is 1 year</td>
<td>Pricing is primarily based on the number of contacts in your marketing database, not your usage (such as the number of emails or messages you send)</td>
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Companies, which provide professional B2B, B2C (legal, consulting, accounting, etc.) services. The companies that produce complex products for business (equipment, electronics, etc.), IT companies, which bring innovative products or services to the market | Companies whose sales depend on a large customer base. These may be online stores or B2B companies |

However, unfortunately, there are only few bright examples of implementation these technologies by Ukrainian companies. The reason is mental — the skepticism of directors of marketing and sales, and professional barriers — lack of competences in the use of digital tech-
nologies, the creation of high-quality content, etc. Nevertheless, this trend is inevitable. Therefore, in our opinion, overcoming these and other barriers is just a matter of time in the digital world that already prevails.

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