

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

**МАТЕРІАЛИ XI ВСЕУКРАЇНСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
СТУДЕНТІВ АСПІРАНТІВ ТА ВИКЛАДАЧІВ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

“TO MAKE THE WORLD SMARTER AND SAFER”

(Суми, 23 березня 2017 року)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY STATE UNIVERSITY
FOREIGN LANGUAGES DEPARTMENT
LANGUAGE CENTRE

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(Sumy, March 23, 2017)

MAERSK LINE: HOW TO PROMOTE A B2B COMPANY IN SOCIAL MEDIA

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There are a few types of companies in a modern market and we can recognise some of them as B2C and B2B companies: B2C (business-to-consumer) and B2B (business-to-business).

B2B means that business company works for another business company and the goods and services of this company are produced for the other businesses. B2B relationships are long-term and based on development and trust. The final customer of B2C company is the consumer not a business. Cleaning services, fast-food restaurants, shops and supermarkets are the examples of B2C companies. B2C companies' sales cycle, moreover, is shorter. The buyers are encouraged to get the product immediately.

Understanding the difference marketers may distinguish a set of tools of marketing campaign for both types. For example, social media are traditionally used by B2C companies to attract and retain customers, to increase a brand recognition. Familiar for B2C companies, Social Media is still unknown for many B2B companies who nowadays cannot even imagine their strategy without this tool. Nevertheless, there is the example of successful Social Media campaign developed by B2B company.

Shipping and energy company Maersk is presented by Maersk Oil, APM Drilling, Maersk Line and APM Terminal.

According to the Maersk web-page (maerskline.com), Maersk line is "the world's biggest container shipping company with operations in 150 countries and 250,000 employees, known for reliable, flexible and eco-efficient services and operates 610 container vessels providing ocean transportation in all parts of the world".

Moreover, container shipping is very conservative field of business. The main goal was to increase the recognition of the company, to research the market and to become closer to the clients. Maersk Line wants to come from closed doors and secrecy to openness and customer-centric, even if it was hard for B2B company.

So, in 2013 Maersk group got 1.5 million followers on Facebook and about 10,000 fans on Twitter.

It's also very hard to count the effect of SMM: there isn't any universal recipe. It will be a different way for every company. For Maersk Line, for example, it is very important to develop corporate culture. HR managers proposed to ask newcomers about how their choice was affected by information and content about the company in Social media. The target group of Maersk line in Social Media were defined: existent and potential customers; shipping professionals, NGOs, shipping press; existent and potential employees; management.

Maersk line has also found the importance of sharing engaging content, taking the time to interact and care of its fans. They provided a concept of "communication, not marketing" way of using social media.

It is necessary to mention a difference between general understanding of the social media current trends and what Maersk Line is going to do. The usage of Smartphones is going to grow and continue to play very important role in customers' life.

The trends of modern world are changing rapidly but SMSs, push notifications, geo targeting that's something are been looked at closely. Consumers are the spectators of social commerce development, popularity and sharing of content, especially video content. In other words, becoming more refined and the online space is a much more competitive space today. So, the potential social media Maersk Line may be involved in are new social channels, platforms, Periscope, Ello.

They have surprisingly well engaged the users of different social media channels to give their own input and that way all the users are active members of this social media overview. Active members give insights and this is valuable. For example, the high-end discussion groups in LinkedIn includes top people of the industry, debating hot topics. It could happen Maersk would not be able to even talk to these people, but because they happen to manage the high-end discussion of the industry, that way they can have access to the information and these people.

This is so markable that the Social Media channels want to talk with Maersk how they have managed to do this, it shows that they are the pioneers of Social Media in (business- to- business) sector. They must come up with their own measurement of tools for measuring their own performance in Social Media.