Marketing Automation in B2B Services as a Necessary Form in Acquiring a Contemporary Client

Małgorzata Pol*

Acquiring a new customer, who nowadays is characterized by great awareness of goods and services selected in the market, at the same time functioning in times of high market competition and a huge flow of information from various media, requires the entrepreneur to create a product offer tailored to the potential customer. According to the author of the article, marketing automation seems to be a necessary complement to the traditional forms of marketing communication. This tool streamlines the collection of behavioral, geographical and transactional data of potential customers. It improves the segmentation of potential customers. It enhances the effectiveness of communication activities between the recipient and the sender. As a result, the entrepreneur has the opportunity to present a personalized sales offer, with a smaller financial outlay on marketing activities.

The purpose of this article is to attempt to assess the effectiveness of customer acquisition using traditional marketing communication methods along with the development of a proposal to improve communication in the enterprise under analysis using individual automated marketing tools. The author used two research methods in her work: the first concerned the analysis of available literature, followed by the qualitative method of case study. This choice was conditioned by the desire to thoroughly understand the phenomenon rather than solely analyze variables.

Keywords: marketing automation, marketing communication, digital marketing.

Automatyzacja marketingu w usługach B2B jako niezbędna forma pozyskiwania współczesnego klienta

Pozyskanie nowego klienta, który w dzisiejszych czasach charakteryzuje się dużą świadomością wybieranych z rynku dóbr i usług, jednocześnie funkcjonuje w czasach dużej konkurencji rynkowej, ogromu napływu informacji z różnych mediów, wymaga od przedsiębiorcy stworzenia oferty produktowej szytej na miarę potencjalnego klienta. Zdaniem autorki artykułu automatyzacja marketingu wydaje się być koniecznym uzupełnieniem dla tradycyjnych form komunikacji marketingowej. Narzędzie to usprawnia zbieranie danych behawioralnych, geograficznych i transakcyjnych potencjalnych klientów oraz segmentację potencjalnych klientów. Daje poprawę efektywności działań komunikacyjnych pomiędzy odbiorcą, a nadawcą. W efekcie

*   **Małgorzata Pol** – dr inż., Departament of Management Infrastructure, Faculty of Computer Science and Management, Wroclaw University of Science and Technology, Poland. https://0000-0002-1664-7701.

Correspondence address: Wroclaw University of Science and Technology, Wybrzeże Stanisława Wyspiańskiego Str. 27, 50-370 Wrocław, Poland; e-mail: malgorzata.pol@pwr.edu.pl.

przedsiębiorca ma możliwość przedstawienia spersonifikowanej oferty sprzedażowej, przy jednoczesnym mniejszym nakładzie finansowym na działania marketingowe.

Celem niniejszego artykułu była próba oceny skuteczności pozyskiwania klientów z wykorzystaniem tradycyjnych metod komunikacji marketingowej wraz z opracowaniem propozycji usprawniającej komunikację w analizowanym przedsiębiorstwie przy wykorzystaniu poszczególnych narzędzi zautomatyzowanego marketingu.

Słowa kluczowe: automatyzacja marketingu, komunikacja marketingowa, cyfrowy marketing.

JEL: M31

1. Introduction

The concept of marketing communication has a very wide range of interpretations and methods contained in this concept. Communication is associated with the process of exchanging messages aimed at mutual understanding. The word 'communication' comes from the Latin language: 'communicare' and 'communicatio', and means the transfer of information, communication (Mruk, 2004) in two directions between the sender of the message and its recipient. In marketing communication, the process takes place between organizational units of an enterprise that perform the function of a sender and organizational units of market environment entities. According to J. W. Wiktor, marketing communication is "one of many information and real processes carried out in the enterprise and by the enterprise in its market environment" (Wiktor, 2013). In the marketing literature, marketing communication is most often depicted as a system of individual components of the communication process, which includes, among others: the message sender, an appropriate form of message coding, the medium of message transmission and the recipient.

In the communication process, the function of the sender can be performed by an enterprise or a message producer, e.g. a marketing agency's communication in subjective terms), but also by a person representing the company, e.g. a sales representative (interpersonal communication). The sender faces the challenge of sending such a message that will achieve the intended effect for the recipient of the message, i.e. persons or, respectively, groups of persons to whom the message was addressed. The purpose of the message can be to influence specific behavior or preferences. The effect of the message may be a cognitive, emotional or causative response. Coding is based on changing the content of the message into a visual, verbal, phonic, fragrance, taste and tactile code. Such actions optimize the process itself and are also deeply associated with the decision to choose the communication channel. As for the communication channel, it is an instrument for transmitting coded messages and is conditioned by the category of impact methods used. The message must go through the decoding process to reach

the recipient. Decoding means proper reception, understanding of the message sent by the recipient. In the course of marketing communication, noise may appear, i.e. disturbances that affect the subsequent interpretation of the message. Strong interference may cause the received message to be different from the one before encoding. As a consequence, the message may be received and decoded, but it does not have to be answered – it is the element closing the diagram. The interactive nature of communication is ensured by feedback, i.e. the ability to receive feedback. It may not be possible in many cases. An important element that also translates into the correct course of the entire process is redundancy. It involves the introduction of more content than the required size in order to reduce interference and help the recipient better understand the message. There is one more element of the schema, which is the context; it characterizes situations, environment and all aspects that directly influence the process. Therefore, it often decides about the final success of communication (Gebrowski, 2007).

Contemporary enterprises in their marketing activities are based on those proposed in the 1990s by D. H. Hoffman and T. Novak's marketing communication models (Hoffman & Novak, 1996). Those authors proposed three communication models:

- The model of interpersonal communication that runs between the seller and the buyer. During communication, there is a quick process between sending a message and feedback expressing understanding, acceptance or negation and rejection. The feedback can be a list of consumer inquiries that strives to optimally meet consumer needs. This area of relationship affects the company's strategic decision-making in the field of product and/or service prices, quality, durability, warranty forms, and even transport.

- The mass communication model is based on the one-way delivery of the offer to clients through the mass media. The transmission of information assumes that a one-off form of the message ensures reaching a wide audience, potential customers. The recipient has difficulty in answering the received message.

- The communication model in a hypermedia computer environment is the form combining the above two models, and also allows the use of different forms of advertising content. The functions of the message sender and recipient are smooth. There are no barriers in the way feedback is provided, the message can be both global and individual. The hypermedia environment gives communication participants the opportunity to verify information (messages) corresponding to their individual needs. Searching for data on the network gives the recipient the opportunity to verify the received messages. One cannot ignore the fact that this type of communication is by far the cheapest form. This means the removal of financial barriers and the possibility for global entities that have hitherto been excluded in a sense to appear on the market. The

usefulness of the hypermedia communication model is also expressed in a potential increase in economic activity and entrepreneurship (Hoffman & Novak, 1996).

For modern entrepreneurs, marketing communication serves as a system of activities and means through which a simultaneous transfer of information and an attempt to shape the behavior of stakeholders takes place (Taranko, 2015). The problem appears in the amount of information/data transferred. On the one hand, in the hypermedia communication model, it is possible to independently search for only information that is the object of interest; on the other hand, despite personalized needs, the recipient still receives a lot of information that is not of his/her interest, e.g. not related to searches appearing on advertising pages.

The answer to this problem may be marketing automation, whose main goal is to collect behavioral, geographical and transactional data of clients. This information is intended for processing and analysis. Thanks to segmentation of potential customers, i.e. qualifying them into certain groups (these groups can be created, e.g., according to the place of residence, gender, age or interests), a personalized offer as well as personalized communication can be prepared for each group and the appropriate marketing message can be sent (Marketing-Automation.pl). At the same time, the preparation of a tailor-made offer for a specific social group increases the chances of better communication efficiency and, consequently, better sales and higher profits of the company.

Along with the increase in technical possibilities of internet solutions, the expectations as to marketing solutions have also increased. An additional necessary element is the speed of matching ads to the needs of customers. "Real-time Marketing depicts the realtime response to customer demand, which is technically representable with real-time advertising, real-time bidding (online auction prices for advertising) and other applications" (Lies, 2017). The appearance of personalized ads on websites is the result of a real-time analysis of customer travel on websites (Gonzálvez & Mochón, 2016). The data-supported trading of online advertising spaces is so-called programmatic advertising, which is one of the applications of marketing automation.

2. Marketing Automation in Process Terms

The term 'marketing automation' is not long in e-business. It first appeared in the mid-1990s, when marketers seeking to improve their work combined databases. It was the first step to group segmentation. In this way, they wanted to optimize the grouping of information into more accurate segments based on larger numbers of variables. These activities quickly initiated the development of the idea and its tools, putting marketing automation at the level of the mass industry (Sweezey, 2014). In Poland, companies

offering platforms for marketing automation appeared in 2011; however, tools for automating marketing activities had been used since the previous decade. Marketing automation is a combination of email marketing with user tracking and CRM (Customer Relationship Management) systems. At the same time, platforms for marketing automation perform various marketing activities; they collect information, automatically process it and draw conclusions (Nowak & Szmajda, 2013). There is still an opinion that the marketing message is to reach the largest possible number of recipients, regardless of their interests or shopping preferences. Due to this approach, such a message often reaches people completely uninterested in a given offer and bypasses people who could finalize the transaction (Bajdak, 2016). As nowadays the vast majority of promotional campaigns take place on the internet, to effectively fulfill the tasks of communication between the company and the market and to ensure permanent market presence of the company, automated communication seems to be the optimal solution.

Automatic collection and processing of data about potential customers eliminate the time-consuming tasks associated with manual data entry and analysis. Marketing automation systems first recognize potential customers and then generate personalized marketing messages for them. This innovative solution automatically creates offers and promotional content and also selects a group of recipients to whom the message will be sent (Bajdak, 2016).

The marketing automation process involves four stages (Nowak & Szmajda, 2013):

1) Identification of the recipient. It is the process that involves saving cookies in the user's browser. No forms or registrations are needed – the user only needs to be informed about the use of cookies from the website. The second method of identification is all types of registrations on portals and subscriptions. Thanks to this solution, the marketer has personal data that can be used in the sales process or in maintaining contact (Toczyński, 2015).

2) Analysis of user behavior and data collection. This process involves analyzing user activity on the network and then saving data in one database. Google is the pioneer in collecting this type of data. Users using applications such as calendars, maps, virtual disks, email boxes or visiting social media websites at the same time give Google full access to their private information. Knowledge of the user's location is a controversial issue, but Google confirms in its privacy policy that all these activities are used to improve the services provided. The browser itself is adapted to find the most relevant results to suit user needs. The order of pages displayed in this search engine is not accidental and is strictly dependent on the positioning. This is determined by algorithms that evaluate the relationship of the page with the given keywords. The purpose of such algorithms is to determine the extent to which a given

page will meet the expectations of an internet user seeking a piece of given information (Taat, n.d.). In 2013, the Google Glass device was created, which can be called a spy tool. These are glasses that fulfill the function of a smartphone. In fact, the manufacturer has access to the image seen by the person wearing such glasses. Smartwatches are based on a similar principle, but they collect information about the life functions of the user. Google Analytics is another tool designed to increase communication efficiency. It is a free platform that allows you to analyze the behavior of website users. It gives knowledge about the number of page views, session time, traffic sources, the most popular subpages, etc. (Zalewska, n.d.).

3) Assigning the recipient to the appropriate segment (so-called targeting) and displaying a tailored message or taking other automated action. When the first two stages are completed, the user is assigned to a group in which recipients with the same preferences are found. On this basis, a personalized message can be generated. From now on, the recipient will receive an offer tailored to his/her interests and needs, instead of being flooded with unnecessary information, commonly known as spam in the network. Emails with thanks and a discount code for subsequent purchases are no longer sent to all or even to one customer segment. Personalization, in this case, goes a step further: the automated system calls the customer by name. Thanks to this, the recipient can feel important for the seller (Toczyński, 2015).

4) Process optimization. The system saves the results of the analysis, thanks to which it will be able to better predict user behavior in the future. For the automation of the communication process to bring the intended effects, it is necessary to observe communication activities and constantly optimize them. The most common tests are called split tests (A / B); these are random tests of two message variants. Depending on the channel reaching the recipient, it can be, among others: banner advertising, contextual advertising, a sponsored links campaign, an email, a website, or ordinary leaflets and billboards. Both variants differ slightly, usually in one aspect. The goal of this step is to examine what affects the recipient's perception, as well as to use this knowledge in future campaigns (Toczyński, 2015).

3. Marketing Communication in the Studied Enterprise

The analyzed enterprise is MP2 s.c., which is an IT company selling proprietary software dedicated to industrial activities. The software optimizes the work of devices and employees in production plants. This is very extensive software and its basic price is 40,000 euros.

Analyzing the market of competitive products, the price of software with comparable functionalities of the competition is very attractive. Companies

offer comparable products at a minimum double price of MP2. Such a big difference shows that competing companies are large foreign corporations. Their advantage is brand recognition, which is why their sales goals are definitely higher.

Marketing communication in the studied enterprise is mainly based on interpersonal-media personal promotion (sales). The company's goal is to attract new customers and expand the functionality of the software for customers who bought the basic version of the software. Marketing employees look for new clients in the available company databases and on thematic websites and then contact them by phone. In their activities, they must demonstrate first of all listening skills, a high level of communication skills, the ability to adapt the conversation to the recipient of the message, as well as consistency. Their daily billings in the eight-hour work system are about two hours. The main task of this procedure is to establish a long-term relationship; even in the case of a person not interested in software, contact is maintained and confidence is built up in order to be able to conclude transactions in the future. If a customer is found, the entire attention of the employee of the company is focused on the best knowledge and understanding of the needs. The next stage is the recipient's involvement in the whole process, learning about the company's financial situation, obtaining information about the size of production halls and the number of machines and employees servicing it, entering into the CRM database and proposing at least three versions of the sale offer. In the absence of impediments, with the consent of the client, the proposed offers are discussed and the best one is selected. Then the sales offer process takes place, during which the parties negotiate. This process may end with the subsequent finalization of the transaction by a personal visit of the bidder's employee to the client and the signing of the sales contract or the client's failure to accept the offer. The final stage is after-sales service and the maintenance of contact with the customer in order to be able to cooperate again in the future. Undoubtedly, the employees of the marketing department in this company are its faces, and their work has the greatest impact on the company's image.

How customers perceive the work of marketing department employees, as well as the entire enterprise later, translates into whether they themselves return with their needs, but also into whether they recommend the cooperation to others. Thus, the company also acquires new customers through customer recommendations. Therefore, this is another reason why marketing communication through personal promotion plays an important role for the research subject.

The company's communication activities on the internet were neglected because potential clients who themselves demonstrated the initiative to cooperate in direct conversations reported that they had found out about

the offer from other companies where the system was implemented. As a consequence, the website has been neglected as the information on it is largely out of date. Posts in social media have ceased to be published systematically, and the number of people visiting them, i.e. the number of people who constantly receive broadcasts, is low in relation to the scale at which the company operates.

4. Evaluation of the Effectiveness of Marketing Communication

The measurability of the effectiveness of actions boils down to assessing whether the intended goal has been achieved. "Action is effective when the subject has fully achieved or approached it to some extent. (...). In the event that the subject has not approached the goal, the action is ineffective, and when achieving this goal has been hindered or ruled out –counter-effective" (Encyclopedia, 1976). According to praxeology, it is simply: "positively assessed compliance of the result with the goal" (Pszczołowski, 1978).

The author of this study attempted to assess the effectiveness of marketing communication in the studied enterprise, and then, using selected indicators, assessed the level of its implementation. The first indicator used is the indicator of the level of implementation of the company's communication objectives.

The way in which the examined company formulates communication goals is based on the so-called "sales school" because it sets goals in the form of medium-term quarterly sales plans and the number of customers acquired to the CRM database on a monthly basis. According to the "sales school" trend mentioned earlier, the goals of marketing communication should be defined in reference to consumer purchasing activity, and therefore communication is to have an impact on sales results (Picton & Broderic, 2005). Due to this, the research was carried out to achieve the objectives in these two respects. The actual share of sales in the planned sales and the share of acquired customers in their target quantity were checked. When it comes to numbers, then:

- the sales plan which falls on one employee of the marketing department in the examined enterprise is 10 thousand euros per quarter. This plan is conditioned by the overarching goal, namely that each employee must sign minimum one sales contract for the basic version of the software a year.
- a plan to acquire new customers to the database, per one employee of the marketing department, is 5 so-called sales leads[1] a month.

Therefore, the plan for the marketing department depends on the number of people employed in it. The analysis covered 2 quarters of 2018 and two quarters of 2019. The number of employees is 3 people.

	III quarter 2018	IV quarter 2018	I quarter 2019	II quarter 2019
target	30,000 euros	30,000 euros	30,000 euros	30,000 euros
target implementation rate	22%	58%	38%	40%
target	45 leads	45 leads	45 leads	45 leads
target implementation rate	44.45%	77.7%	88.89%	68.89%

Tab. 1. Analysis of the achievement of the company's goals for 3 employees. Source: Own elaboration based on obtained data from the examined enterprise.
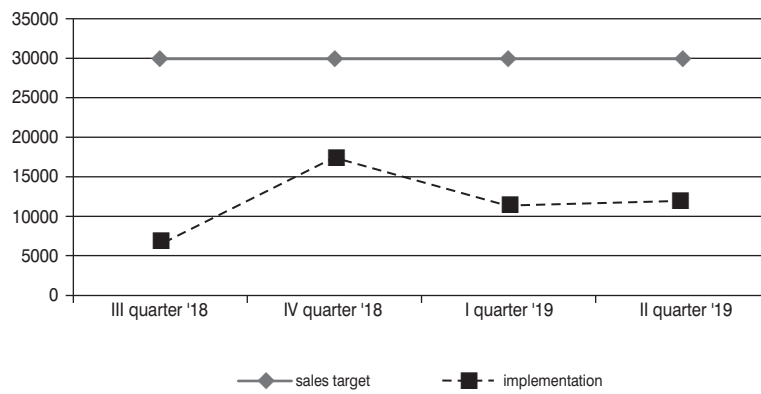

Fig. 1. Implementation of sales target. Source: Own elaboration based on the study.
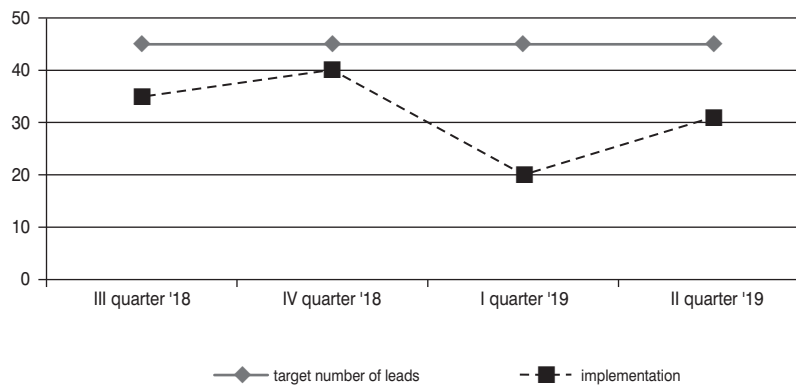

Fig. 2. Implementation of target number of leads. Source: Own elaboration based on the study.

Communication is effective because the goals are achieved to some extent; this is not 100%, as the enterprise would expect. The two figures above show that the level of sales target implementation is 39.5% and the level of acquiring new contacts and placing them in the CRM database is 70%. As can be seen, there are better and worse months, both in terms of sales and acquiring new customers. Interestingly, the acquisition of customers does not translate into the implementation of the sales plan, taking into account the breakdown by quarter. From the results obtained, it can be suspected that communication in the field of maintaining relationships with the customer entered into the database is insufficient. The data presented in Table 1 and in the figures (Figure 1, Figure 2) indicate the enterprise's existing problem with the effectiveness of marketing communication due to the low interest rate achieved.

The next stage of the analysis is the use of a precise RR (Response Rate) measure for assessing the effectiveness of marketing communication activities dedicated to direct marketing. This indicator shows what percentages of people showed interest in the offer after receiving the message (Brzozowska-Woś, 2009). To this end, in cooperation with one of the employees of the marketing department, 200 entrepreneurs were sent an email saying:

"Good morning, I am a representative of MP2 s.c., a company offering proprietary MES[2] class computer software. We can individually adapt the software to your production needs. We guarantee better working efficiency of your manufacturing equipment.

If you are interested in our product, please provide feedback." As a result, three messages with interest were received. In this situation:

$$Response\ Rate, RR = \frac{3}{200} = 1.5\%.$$

The low value of the response rate confirmed that there is a low level of marketing communication for the company in the marketing department. The problem is already evident at the stage of customer acquisition. The conducted activities only slightly match the main assumption of marketing communication, which is receiving the message by the recipient in the manner previously intended by the sender. This is shown by the experiment consisting in sending 200 emails. The RR rate was only 1.5%, which means that only 3 out of 200 recipients received the email as intended by the sender. For the reference point, the average value of RR based on the mail survey method should be around 33% (https://surveyanyplace.com/average-survey-response-rate/). This result indicates the need to change the strategy of reaching new customers. Therefore, the author of the study proposed two additional differing email contents, which were also sent to 200 people. The content proposed in the second email was the direct use of the potential customer's name (names were obtained from Facebook or

Twitter pages). The form of communication was at the level of friends. The content of the third message was less direct, did not contain the name, but also was a message at the level of a friend.

The second email read:

"Hi Michał, do you know that we can improve the work results of your machines and employees? We are a MES class computer software producer. If you are interested in our product, please provide feedback. Greetings from MP2 s.c."

The third email read:

"Hello, do you know that we can improve the work results of your machines and employees? We are a MES class computer software producer. If you are interested in our product, please provide feedback. Greetings from MP2 s.c."

The values obtained are respectively 24.5% (49 people) and 13.5% (27 people). Despite very similar content, the interest in the offer turned out to be much greater when an unofficial form of communication was used. The difference between the second and the third emails was the use of the name of the person to whom the message was addressed and no such use. This method resulted in a decrease of interest in the message of 11%. According to the author, that those interested in the product were 22 fewer is a significant result in the process of searching for potential customers. In addition, the results showed that current potential customers of the production of plastic processing react better to the advertising offer when the form of the message is less formal. This may be due to the fact that production managers are 33–47 years old. And at the same time, according to PBI Gemius, they form a social group on Facebook that is very active in social media, and on these portals this form of communication is more common (www.wirtualnemedia.pl/artykul/polscy-uzytkownicy-facebooka-coraz-starsi-i-mniej-wyksztalceni).

5. A Proposal to Improve Marketing Communication Using Individual Marketing Automation Tools

According to the author of the study, the current economic reality requires entrepreneurs to create a strategy to successfully acquire customers based on available marketing automation tools. Depending on the behavior of the recipient, a potential customer, on the network and the ability to analyze his/her behavior and interests, the entrepreneur has the opportunity to make better business decisions, e.g. match the price, product offer or run marketing campaigns.

In the era of digitization, the surveyed company should first update the website and definitely expand its online activity. The use of the tools pro-

posed below will definitely contribute to better recognition of the company and the offer among potential customers.

- RTB (Real-Time Bidding) consisting in displaying ads in real time in other domains to a person who has visited the company's website at least once but has not expressed a desire to be contacted by phone or email. Thanks to this application, there is a real chance that such people will come back (Benhauer, 2018).
- Landing page, a page with a contact form to fill out which will be opened after the user clicks on the advertising banner encountered on the internet. Every registered person would be automatically entered into the CRM database. Thanks to the form where the best time to contact by phone can be determined, a potential customer would not be harassed by phone calls when he/she cannot talk, and in addition, advisors would not waste time on missed calls (Inżynieria Marketingu, 2018).
- Email marketing with lead nurturing (contact education). Every contact saved in the database, depending on what action they performed (they did not answer the phone from a marketing employee, expressed interest in the offer in the future, or have already finalized the transaction), would receive personalized emails in order to maintain contact (Benhauer, 2018). In addition, all contacts from the database would be covered by a financial education cycle created by a dedicated specialist.
- Lead distribution. New contacts could be automatically assigned to a designated marketing employee to personalize the sender. In addition, it would save time inside the organization.
- Automating social media activities. Content intended for social media would be created in advance, and its publication ordered in the system with a certain frequency of show up. The research was carried out among the most effective B2B companies on the European market, according to the report B2B Final 2016 (https://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf) that they use social media in the case of 93% of possessed clients. This would eventually allow systematic posts for potential client accounts. In addition, internet users do not have such freedom to block appearing ads in social media. According to IAB Polska, in 2018 about 8.8 million internet users blocked advertising in their applications (IAB Polska, 2018). Furthermore, having a company account gives you the opportunity to analyze the statistics available through the portals. For the company, it would be an additional source of information about the interest in posted topics on the portal. By posting thematic links, we receive statistics on the number of redirects to the company website. At the same time, apart from visit statistics, the company receives specific data about people who visited their website and can be treated as potential recipients. In this approach, on the one hand, social networking sites are a place to

familiarize the community with the company's offer and at the same time acquire potential customers whom employees can already contact directly.

In the next stage, MP2 s.c. could introduce live chat solutions based on maintaining direct contact with website visitors. Customers do not like to wait, and the value such as facilitation of contact with the company is required. In any situation, they can ask for help and get a quick response, which gives an advantage over email contact. An automatic sales chat is another solution that strongly supports direct communication. Its task is to conduct automatic conversations via Messenger regardless of the time of day. This tool allows for automatic responses via a bot that has ready solutions programmed for typical customer problems. Nowadays, platforms use Artificial Intelligence. It means that a virtual dialog is based on Natural Language Processing (NLP) (https://inteliwise.pl/materialy/technologia/#handling-questions-in-natural-language). This solution is very common in banks. Having the chatbot option is a very good solution especially if the potential customer does not have time to make additional calls and wait for a conversation with a person who knows the answers to technical questions about the MES. Simple technical questions or an agreement in the form of live chat gives the possibility of obtaining quick feedback and even obtaining a phone number of a person competent in a specific issue.

According to the author, the tools proposed for the company will increase the level of effectiveness in achieving the company's goals. At the same time, this solution will reduce the amount of tedious and routine activities carried out by marketing department employees.

In addition, to achieve better effects of acquiring new customers by MP2, the company should develop the so-called documented content marketing strategy. Content marketing is defined as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action" (https://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf).

According to a study carried out by CMI, the effectiveness of acquiring a new client by a B2B company is impacted in the following way: 53% of the most effective marketers have a documented content marketing strategy, 40% of the least effective marketers have no strategy at all (https://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf).

6. Conclusion

The indicators used to measure the effectiveness of marketing communication in the surveyed company showed that its marketing communication is not effective enough. The main goal of the company is implemented at

a low level of 39.5%. The problem became apparent already at the stage of customer acquisition due to the very low response rate to the given communication message. Additional research in the form of two personalized emails showed that a group of potential customers responded best to the email that was personal and had the form of a friendly message. This made it possible to state that the activities carried out only to a small extent comply with the main assumption of marketing communication, which is receiving the message by the recipient in the manner previously intended by the sender. The results obtained indicate the need to introduce changes in the field of marketing communication. According to the author, the tools of marketing automation proposed in the article will positively affect the values of indicators for assessing the effectiveness of marketing communication. The implementation of individual software functionalities does not eliminate personal communication but definitely improves it.

In addition, the right marketing strategy should be developed, starting from the analysis of the potential client's needs and the design of a tailor-made offer. The study conducted by the author of the study showed that the potential production manager in a plastic processing plant is a person who responds better to a direct, personal message rather than an official form of the message. That is why MP2 s.c. should first of all change the form of searching for potential customers. In addition, it should update its website along with showing the human side of the company, and not just use the informational form. The chatbot could also complement the website.

Endnotes

[1] Sales leads – entities or companies potentially interested in the offer.

[2] MES – Manufacturing Execution System.

References

Bajdak, A. (2016). Automatyzacja komunikacji marketingowej w internecie. *Handel Wewnętrzny*, *3*(362), s. 27–36.

Benhauer. (2018, May 7). *Wszystko o marketing automation*. Retrieved from https://blog.salesmanago.pl/marketing-automation-2/wszystko-o-marketing-automation/.

Brzozowska-Woś, M. (2009). Wskaźniki skuteczności wybranych narzędzi komunikacji marketingowej. *Zeszyty Naukowe Uniwersytetu Szczecińskiego*, (42), 20–28.

Encyklopedia organizacji i zarządzania. (1976). Warszawa: PWE.

Gębarowski, M. (2007). *Nowoczesne formy promocji*. Rzeszów: Oficyna Wydawnicza Politechniki Rzeszowskiej.

Gonzálvez, J.C., & Mochón, F. (2016). Operating an advertising programmatic buying platform: A case study. *International Journal of Interactive Multimedia and Artificial Intelligence*, *3*(6), 6–15.

Hoffman, D., & Novak, T. (1996). Marketing in hypermedia computer – Mediated environments: Conceptual foundations. *Journal of Marketing*, *60*(3), 50–68.

https://contentmarketinginstitute.com/wp- content/uploads/2015/09/2016_B2B_Report_Final.pdf

https://inteliwise.pl/materialy/technologia/#handling-questions-in-natural-language

https://surveyanyplace.com/average-survey-response-rate/

https://www.wirtualnemedia.pl/artykul/polscy-uzytkownicy-facebooka-coraz-starsi-i-mniej-wyksztalceni

IAB Polska. (2018, November). *Zjawisko blokowania reklam*. Retrieved from https://iab.org.pl/badania-i-publikacje/raport-zjawisko-blokowania-reklam-2/.

Inżynieria Marketingu. (2017). Funkcje i narzędzia marketing automation [Blog post]. Retrieved on 10 July 2019 from http://inzynieriamarketingu.pl/funkcje-i-narzedzia-marketing-automation/.

Lies, J. (2017). *Die Digitalisierung der Kommunikation im Mittelstand – Auswirkungen von Marketing 4.0*. Wiesbaden: SpringerGabler.

Lies, J. (2019). Marketing intelligence and big data: Digital marketing techniques on their way to becoming social engineering techniques in marketing. *International Journal of Interactive Multimedia and Artificial Intelligence*, 5(5), 134–144.

Mruk, H. (Ed.). (2004). *Komunikowanie się w marketingu*. Warszawa: Polskie Towarzystwo Ekonomiczne.

Nowak, L., & Szmajda, M. (2013). Marketing automation. In M. Dutko (Ed.), *Biblia e-biznesu*. Gliwice: Helion.

Picton, D., & Broderick, A. (2005). *Integrated marketing communication*. New Jersey: Pearson Education Limited.

Pszczołowski, T. (1978). *Mała encyklopedia prakseologii i teorii organizacji*. Wrocław: Ossolineum.

Sweezey, M. (2014). *Marketing automation for dummies*. New Jersey: John Wiley & Sons.

Taat. (n.d.). Pozycjonowanie, czyli jak być wysoko w Google [Article extract]. Retrieved on 22 July 2019 from http://taat.pl/artykuly/pozycjonowanie/.

Taranko, T. (2015). *Komunikacja marketingowa. Istota, uwarunkowania, efekty*. Warszawa: Oficyna a Wolters Kluwer business.

Toczyski, M. (2015). *Metody automatyzacji komunikacji z klientami*. Warszawa: Szkoła Główna Gospodarstwa Wiejskiego.

Wiktor, J.W. (2013). *Komunikacja marketingowa. Modele, struktury, formy przekazu*. Warszawa: Wydawnictwo Naukowe PWN.

Zalewska, A. (n.d.). Google, skąd ty to wiesz? Sprawdź jakie dane o użytkownikach zbiera Google [Blog post]. Retrieved on 1 August 2019 from https://widoczni.com/blog/google-skad-ty-to-wszystko-wiesz-sprawdz-jakie-dane-zbiera-i-co-wie-o-uzytkownikach-google/.