



INTERNATIONAL SCHOOL
OF ECONOMICS KAZGUU

International School of Economics

Meirmanov Dias - 7M04127 Marketing

**Creating effective digital promotion and sales channels in B2C, case of Beeline
Kazakhstan**

Supervisor: Badyrlenova Anara

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Abstract

This study is designed to study the effectiveness of digital promotion and building sales channels in the field of B2C. Beeline Kazakhstan was chosen as an example for the study.

During the study of digital promotion channels, it was found out how they differ from traditional channels, how they are used, how effective they are and what are their advantages.

The results of the study should help B2C business owners and marketers involved in the promotion of companies in this field in improving the efficiency of using various marketing tools.

The dissertation consists of an introduction, a review of the literature, an analysis of the data obtained during the study and a conclusion.

The work also includes 3 tables and 4 diagrams.

Introduction

Digital marketing is the promotion of goods and services through the use of digital technologies, which include display advertising, Internet promotion, mobile phones and other digital media. The development of technology has directly affected the transition from traditional marketing to digital. Having passed the way from papers to computers, people discovered online methods of data transfer, which immediately showed their effectiveness and convenience. The advent of smartphones, the growth of Internet users has contributed to an increase in online search needs. Thanks to this, digital ways to promote goods to the market began to appear. Now that digital platforms are becoming more and more part of everyday life and are used more often by people instead of visiting physical stores, marketing campaigns on this platform are becoming more common and also more effective. Digital marketing techniques include search engine marketing, display advertising, content marketing, search engine optimization, e-commerce marketing, data-driven marketing, social media marketing, direct email marketing, video games, SMS and MMS mailings, and more. All this suggests that digital marketing has a great future for the long term (Dr. Mrs. Vaibhava Desai, 2019).

This paper examines the effectiveness of digital promotion and building sales channels for a B2C business, and also examines the activities of Beeline Kazakhstan in building a marketing strategy in the B2C market.

This research is important for marketers, salespeople, and B2C business owners. Since the result of the study will show which actions in promoting goods and services in the B2C market will be profitable and which will not.

Keywords: B2C, marketing, promotion, digital, sales, advertising.

Hypothesis: Currently, especially after pandemics, the demand for digital methods of promoting goods and services has increased. Many companies are realigning their marketing budget, reducing funds for traditional advertising (TV, radio, banner, etc.) in favor of digital promotion methods (SMM, internet marketing, etc.).

Using digital resources for promotion gives a more effective result, as well as will affect the increase in profits, popularize the brand, create and strengthen reputation, maintain the interest of regular customers in your business.

Research Questions: Is digital promotion effective in the B2C market? What digital promotion methods increase sales? Is it necessary to switch from traditional methods of promotion to digital and why?

Research methods: In-depth interview. Beeline employees responsible for digital promotion and the creation of new products will be interviewed in order to find out in which direction the company is moving, how they implement their plans, how they promote their products, services, and how effective digital promotion methods are.

Consumers will also be surveyed to find out which promotion channels most customers come from, whether they are ready to continue using Beeline Kazakhstan services, and whether the service matches what they saw in advertising messages.

The data obtained from the interview will help to understand whether the hypothesis is confirmed and whether digital promotion activities really help Beeline improve sales of its products and services.

Literature Review

Digital in people's lives

To date, advertising on the Internet does not surprise anyone, it appears on almost every page of the network. But this was not always the case, until 1990 promotion on the Internet was banned by the US National Science Foundation. Only in 1992 the Internet passed into private hands and the development of Internet marketing began. People started using it to promote their business and sell products and services. The bookstore was the very first business to start promoting its product on the Internet, and then larger types of businesses and modern giant corporations began to appear, such as Amazon in 1995 (M. S. Khasaev, M. S.-U. Khaliev, 2020). The first commercial sites or “dot-coms” started with the sale of books, music records, toys, various electronics and soon switched to the sale of large household appliances, conduct internal banking operations, deliver groceries, and so on. The growth of such sites began to frighten the owners of ordinary stores and far-sighted retail chains such as Wal-Mart or Levi's, without the risk of being without their business, decided to open online trade in addition to their regular stores (P. Kotler, 2003).

In a very short time, the field of web development has grown from primitive pages consisting of pictures and text to multifunctional web systems. People have become involved in everything that happens on the network, blogs and podcasts have appeared (Androsov N., et al., 2013). The development of the network itself began with WEB 1.0 technology, in which the content was created by a small number of professionals, the rest of the majority of people participated as readers. At that time, the site was just a business card or just an advertising booklet. Then WEB 2.0 technology appeared, it allowed network users to be not just readers, but also to be involved in the formation of content themselves. Websites have become real business tools, not just business cards. The main PR tasks were building communication with users and gaining a high informational status in various communities. The next stage of development was the emergence of WEB 3.0. Now, in addition to generating content, users have the opportunity to certify it, they can choose interesting content for themselves, they can mark what deserves their attention, share with like-minded people. The main PR task at this stage is

innovation in measuring content, involving users in the work of the service and promoting products through it. It can be seen that each stage of development complements the previous one with new features without completely replacing it, so even WEB 1.0 cannot be called an obsolete technology, since all this is still used today. For example, the main indicator of the effectiveness of promotion in WEB 1.0 is the number of site visitors and such types of statistics as the number of pages viewed and the duration of stay on the site, these data are considered and are considered an important indicator in modern times (Chumikov A. et al., 2011).

The Internet is a very good platform for communication, buying and selling, and its benefits will only grow from year to year. Bill Gates said "The Internet is not just another trading channel. The companies of the future will have to work with the digital nervous system" the head of Microsoft believes that the Internet is a necessary element for any modern company. Companies that started promoting their products on the Internet earlier than others have significantly reduced costs compared to competitors. For example, General Electric has saved hundreds of millions of dollars in procurement by creating the Trading Process Network (P. Kotler, 2003).

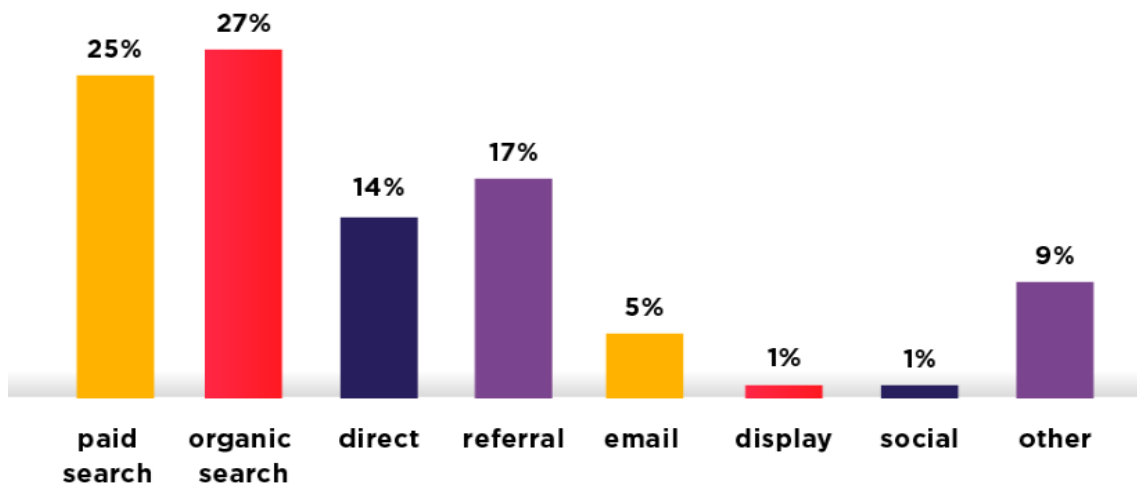
The Internet and digital communication technologies have been introduced into the daily life of billions of people, and at the moment 59% of the world's population are active Internet users (Yogesh K. Dwivedi et al., 2020). Most people spend 8 to 14 hours a day on the Internet, making the Internet the main platform for all types of communications, from business to personal. That is why, with the advent of users who can only be reached through the Internet, Internet marketing appears (Fedor Virin, 2010). Digital promotion, as well as the use of social media as a promotion, allows a business to achieve its promotion goals at a relatively low cost (Ahmed S. Ajina, 2019). Representatives of large businesses are among the first to discover the potential for promoting their product through social networks, but now there is a massive influx of business representatives into social networks, especially medium and small businesses (Damir Khalilov, 2013). Digital channels are the newest and fastest growing channels for communication and customer sales (Philip Kotler and Kevin Lane Keller, 2016). The main task of digital marketing is to promote brands and drive sales through the use of various digital marketing tools (Anastasiia Ponomarenko, 2018). In the era of development of technology and mass communications, businesses must create an effective combination of marketing communications so as

not to get lost in the huge amount of information that comes to the consumer every day (G. Todorova, 2015). Now we can say that companies need to move to Internet promotion as consumers began to search for information on the Internet more than in traditional media (Bruno Schivinski and Dariusz Dabrowski, 2014). According to research by Anastasiia Ponomarenko (2018), digital promotion is a more powerful and unique business tool compared to traditional marketing channels such as television, radio, newspapers, etc. The advantages of digital promotion include the ability to convey information about the product to the selected target audience, thanks to smart neural networks that track people's actions on the Internet, and Internet services also make it possible to track the effectiveness of an advertising campaign by sharing complete statistics on websites, social networks, etc. (Philip Kotler and Kevin Lane Keller, 2016).

Digital technologies do not stand still and the emergence of the metaverses can be called a new stage in the development of the digital world. On October 8, 2021, Facebook announced its intention to develop its meta universe and introduced a new brand called Meta. The metaverse is a virtual reality in which all kinds of social connections will be possible. Commerce, education, entertainment and much more in the virtual world, all thanks to the emergence of the metaverse (facebook.com, 2021). Another giant company that relies on the metaverse is Nike. The company intends to manufacture and sell virtual sneakers under its own brand. Nike sees digital product creation as a priority for the future (cnbc.com, 2021).

In 2018, Promodo specialists conducted a study of the e-commerce market in Central and Eastern Europe, in which it was found that the time spent studying information about products on the Internet is increasing every year, and the volume of search queries is growing, the number of sessions on e-commerce sites has increased by 97 % compared to the previous year 2017. Contextual advertising and organic search generate the most traffic and hold a share of 29% and 28%, respectively. They also bring the most income - 25% and 27% respectively.

Diagram 1 - The most profitable digital sales channels according to Promodo research



B2C

B2C is a term that refers to the relationship between business and the end consumer. That is, it refers to sales to individuals. The peculiarity of the B2C market is that the consumer uses the product to satisfy personal needs, which indicates a high emotional component in the purchase decision. The sales process in this market is based on this principle.

At the moment, the most common form of B2C sales is e-commerce, which performs the task of direct sales to consumers. An online store is the most popular type of e-commerce, thanks to this type of trade, you can not spend huge amounts on renting offices and sales centers. Another convenience is that customers can place an order in the online store at absolutely any time and regardless of where they are (Lavrentyeva A.Yu. and Soldatov I.V., 2014). Consumers in almost all countries benefit from e-commerce due to the ongoing digitalization of modern life (A. B. Zhanbozova et al., 2021). There are 2 types of sales in the B2C market - these are active and passive sales. Active sales refers to the independent search and service of customers, an example would be the work of various sales agents, all of whom are actively selling to the end consumer. Passive sales solve the problem of attracting customers with the help of marketing tools, the main goal is to competently serve the buyer who came with a certain ready-made need. B2C sales are the activities that retail companies do, all of which use the features of marketing that is aimed at mass consumption, for example:

- orientation of the manufacturer to the end consumer;
- when buying a product, the client is guided not only by needs, but also by emotions;
- in B2C, the sales cycle is short;
- volume matters for business, the individual buyer is not important;
- the use of mass communications is mandatory;
- the client is not an expert;
- Orientation of sellers to template solutions.

As for digital promotion channels in the B2C market, the main channels here are our own online store, social networks and various electronic trading platforms such as Avito, Aliexpress, OLX and others (Lavrentyeva A.Yu. and Soldatov I.V., 2014). Digital types of promotion, such as social networks, are becoming a global trend that simply cannot be left behind, all companies must adapt to new market conditions. There are many examples where companies failed to keep up with the digital age and online trading went bankrupt (Le Vu, 2020).

B2C companies are gaining popularity with the help of the media, as the importance of the brand is one of the key factors when choosing a product (Movsesyan A.A., Starodubtseva O.A., 2016). In the B2C market, factors such as the appearance of stores, the atmosphere inside, the level of service, staff, and in general everything that interacts with the consumer's buying experience are very important, since most buying decisions in B2C are made under the influence of emotions (Xueqi Gong, 2014). A good example of the words of Xueqi Gong is Starbucks, millions of people around the world visit their coffee shops every day to feel that very cozy and warm atmosphere. One cannot but agree that the influence on the client's emotions is one of the key factors in the promotion of goods and services in the B2C market.

Sales channels

Sales channels are the ways in which customers enter the company. In order for the sale to be made, the manufacturer of the product should take the following steps: take measures to attract the attention of the target audience, convey to them the value of their product or service, prove that the consumer can trust him as a seller, provide conditions for making a payment, deliver product, product or service.

It is important not to confuse sales channels with promotion channels, as a promotion channel is just a marketing method by which companies promote their products in the market. The types of sales channels include: word of mouth, mass media and PR, contextual advertising.

Sales channels are paid and free, paid ones include those associated with contextual advertising, and free direct and external transition to the site, social networks and organic issuance. The effectiveness of sales channels is considered the ROI (returns on investment) ratio. Marketers should conduct an analysis of the effectiveness of the sales channels used, as a result of which it turns out which channels can be removed and which ones should be emphasized, which helps to optimize advertising costs. To compile a report on the effectiveness of sales channels, CRM systems are used, they provide data such as the profit that a certain channel brought, a visual report on the effectiveness of advertising investments, and a channel for influx of customers. The report is a table that includes a table with the received metrics for each channel, that is, the number of applications, income, expenses, activity period, efficiency ratio based on ROI (V.Ya. Kim et al., 2020). Thus, we can conclude that the use of tools such as CRM and ROI give an advantage to digital sales channels over traditional ones, since data on the effectiveness of sales channels helps to reduce unnecessary and unnecessary costs.

Beeline Kazakhstan

This article discusses the activities of Beeline Kazakhstan. The company's strategy is the ability to influence solutions to various problems of society with the help of modern technologies (vernycapital.com, 2021) In the

B2C field, Beeline Kazakhstan provides services BeeTV, eSIM, Volte, customer insurance "BEEsecurity". (beeline.kz, 2021). Beeline serves about 40% of all subscribers in Kazakhstan and is the leader in terms of the number of customers per brand (forbes.kz, 2020). This is the first operator to launch display advertising based on machine intelligence, helped by a partnership with one of the leaders of the advertising market in Kazakhstan - TV Media (beeline.kz, 2019). Beeline's product is not only mobile communications, it is big data, it is mobile finance, Beeline has its own payment card (l-a-b-a.com, 2020). Technologies are an important tool and Beeline Kazakhstan will be engaged in their development (vernycapital.com, 2021). The company has its own online store called Beeline Shop, where you can purchase Beeline numbers and new smartphones (shop.beeline.kz, 2021). The company is actively developing mobile finance. The mobile account is used not only to pay for communications, Beeline positions it as a bank account, you can make transfers and payments, it is possible to withdraw funds from the mobile account, there is payment for games and applications on Google Play, a trust payment service in the Play Market "Play & Pay" and payment for public transport via the My Beeline application (beeline.kz, 2021). Beeline became the first non-banking institution to receive direct membership with Visa and the right to issue Visa Platinum cards. On June 2, 2021, a presentation of a new product took place - the Simply payment card, the peculiarity of which is that it is completely virtual and integrated with mobile financial services. The purpose of the product is to bring the convenience of cashless payments to all citizens of the country, and the Simply card allows the company to reach new customers, that is, those who do not use Beeline SIM cards. In general, the development of financial payments and mobile payments is an important point of the Digital Kazakhstan program (profit.kz, 2021). Effective December 7, 2021, Simply users have been able to shop with Google Pay. For binding a card, 500 tenge are charged, and for each contactless purchase, the client receives 3% of the amount by cashback to his balance (simply.cards, 2021). All this allows us to say that Beeline is no longer just a mobile operator, but a new fintech company. Today, 80% of Beeline customer service channels are digital channels, these include social networks, bots, instant messengers and other online resources used by the population. This growth in digital service channels was facilitated by the pandemic, the company closed most of its offices and transferred 95% of its employees to remote work, people were closed in their homes and began to discover

the digital world. In 2020, the increase in customers in digital channels was 84% compared to the previous year. In the current 2021, operations carried out in digital channels remain at the same level, that is, people continue to use digital channels (profit.kz, 2021).

According to a study by CorpUp Kazakhstan (2021), Beeline is in the top 3 most innovative companies in Kazakhstan. The company is engaged in the development of digital education and youth digital entrepreneurship, conducting various digitalons, hackathons and supporting social institutions that work in this direction (informburo.kz, 2019). This suggests that one of the country's most innovative companies sees the future in digital development.

Effective promotion

Efficiency in terms of marketing is the ratio of income from one client to investment in marketing to get one client, that is, efficiency can be called return on investment. To analyze the effectiveness, you can calculate the cost of each action performed by users. The main task of advertising on the Internet is to bring users to the company's website, and the task of the site is to present information so that the visitor makes a purchase in the online store and becomes a client of the company. At first glance, everything is very simple, but not every user who visits the site can become a potential client, moreover, he may not be included in the target audience of the company whose site he visited. That is why it is very important to calculate the effectiveness of both the advertising itself and the channels on which it appears (Fedor Virin, 2010).

The Internet opens up a range of opportunities to improve business efficiency. Now companies can do what was previously very difficult or even impossible for them:

- they can distribute any amount of information about their products through their website and sell it at any time of the day or night;
- find new suppliers, purchase goods through trade portals at various online auctions, etc., all this increases the efficiency of purchases;

- by establishing a connection with partners in the company's network, I can speed up the conclusion of transactions, the implementation of payments and the placement of orders;
- more effectively select new employees by conducting interviews by e-mail or using the services of online employment services;
- improve employee training;
- the ability to connect all employees with each other and with the main computer of the company in one network for general communication;
- trade your goods in a much larger area;
- increase the effectiveness of marketing research using data on the Internet and conducting surveys throughout the network;
- the possibility of improving logistics and current operations using the Internet (P. Kotler, 2003).

To increase the effectiveness of digital promotion, it is important to take into account such factors as the quality of content, the amount of material published in a certain period, the quality of the interface. Content should be informative, relevant and useful and should meet the needs of the target audience for which it is being created. The amount of published material makes it possible to increase the attractiveness of the channel for an audience that daily uses the Internet to search for information. The quality of the interface refers to the general visual component, the ease of access to information, the ease of clicking on links, etc. (Chumikov A. et al., 2011). When creating a site, you can not trust the development of people who want to demonstrate their design skills, visitors cannot wait until all the beautiful images are loaded, they do not come to the site to search for information, not for a beautiful design. All that is needed is a fast page loading, a simple ordering procedure, a clear and not filled with unnecessary elements initial screen (P. Kotler, 2003). Also, if we talk about a website, then efforts to promote it are very important, which includes contextual and banner advertising or search engine optimization (Chumikov A. et al., 2011).

When creating a website, many companies do not carefully prescribe the goals of creating and developing their site. Often they use ready-made formulaic and fuzzy formulations of goals, which immediately reduce the potential of the site being designed. Companies analyze competitors and approach marketing with the thought "Let's do it like Company X". There is no clear task and plan, the site development time is delayed, the uniqueness of both the company itself and its products that will be promoted on the same site is lost. Also, when formulating tasks, it may turn out that the company does not need a website, or it will be enough to make a very simple, small business card website, the purpose of which will be to familiarize consumers with general information about the company. Clearly and correctly formulated goals and objectives can save a company a huge amount of energy, time and resources. The tasks of the site can be the sale of goods, receiving an application for the provision of services, communication with customers such as consultations or acquaintance with the company's projects. The indicator that calculates the tasks solved by the site in a professional environment is called the Conversion Rate. This indicator was created in order to determine what percentage of site visitors did the action that was set in the task of the site itself. For example, three hundred people visited the site, and three people viewed the product, in this case, the conversion is equal to one percent. If they or at least one of them purchased a product, then you can calculate the income from one client and find out the effectiveness of investments in the site. Conversion Rate can calculate actions such as:

- making a purchase in the online store;
- filling out the questionnaire;
- reading a new note in a particular blog;
- filling out the registration form for a specific event;
- Sending a request for a commercial offer.

All pages on the site should encourage consumers to take one of the above actions. After analyzing the Conversion Rate, you can evaluate how effective the site is as a marketing tool (Androsov N., et al., 2013).

The saddest thing that happens with data analysis is that there are examples when companies collect a huge amount of various data and do nothing with it, at most they send it to the statistics department. The main task is not just to collect data, but to analyze it, which helps to draw conclusions such as:

Elimination of unprofitable sites - by calculating the cost of one client on each advertising site, you can determine which of the sites is unprofitable and simply stop working with this site.

Budget redistribution - knowing such data as the cost of one client and their number on each site, you can determine where you can cut the budget and where to increase it.

Non-target audience - some sites can bring a large number of visits, but a minimum number of purchases. This may mean that this site is located where there is no target audience for the company.

Irrelevant ads - by calculating the conversions of advertising sites, you can determine the sites with minimal relevance.

Different target groups - there are situations when a product has several target groups and each of them needs to be influenced by different advertising messages, data analysis will make it possible to understand whether advertising messages are used correctly for each of the target groups.

As a result of the analysis, we can find out that conventionally contextual advertising will cost more than PR, or vice versa. It is important to understand that you can analyze the entire Internet marketing, and not just advertising platforms separately. Internet marketing analysis statistics will help measure the effectiveness of any marketing activities on the Internet. The most important thing is the right task, everything else is not such a big problem (Fedor Virin, 2010).

In working with promotion in social networks, performance evaluation also plays a key role. You need to know the answers to such factors as the quality of the campaign, how the objectives of the campaign were solved and how it affected the business as a whole. Moreover, the answers should be in quantitative form, that is, in metrics that are considered performance indicators in social networks. The most common metrics are:

Audience reach - an indicator of how many contacts were made with the audience within the campaign.

The number of subscribers is an indicator of what kind of audience a brand has gathered around itself.

The number of page visitors is the percentage of subscribers returning to the page.

Number of social actions - user actions performed in the brand community. This category includes likes, number of comments, participation in contests, and so on.

Resonance is an indicator of how often users repost community posts. The viral distribution of publications stimulates an increase in audience coverage.

Brand information background - this indicator is calculated by monitoring social networks, factors such as the number of mentions of the company, the ratio of positive and negative statements are considered.

The amount of traffic to an external site - this metric is important if the goal of the campaign is to transfer the user to the site.

Monitoring is an important part of promotion in social networks, it is implemented by searching for mentions of the company and its products in communities and blogs, as well as processing and analyzing the collected data. Monitoring tasks include timely detection of negative information, since the dissemination of negative information in social networks can cause a flurry of criticism against the company, analysis of competitors and comparison of their performance with their own. Ineffective methods in social media promotion are considered to be launching a promotion campaign with a newly created page, since an empty page will only repel users, paid posting by various popular users is also considered ineffective and can damage the company's reputation. Artificially twisted pages and accounts overloaded with advertising are considered to be those who should be avoided in SMM promotion. The use of all ineffective methods of promotion in social networks entails a loss of finances, since each promotion channel requires investments, and an inoperative channel will only lead to losses (Damir Khalilov, 2013).

Before starting to work with social networks, it is very important to determine the goals and objectives of promotion on this platform; further actions within the campaign will depend on this (Damir Khalilov, 2013). For digital promotion, companies often use many social media platforms such as Facebook, Instagram, Twitter,

etc., the choice of a specific platform depends on the target audience and the company's marketing strategy (Yogesh K. Dwivedi et al., 2020). The ability to choose the right target audience allows you to minimize the cost of advertising on online services, thanks to the targeting tool, which makes it possible to choose the audience for which the advertisement is intended (Fedor Virin, 2010). When determining the portrait of the target audience, it is necessary to know the geography of potential customers, what is their marital status, gender, age, position and income level, education, interests and hobbies, only by clearly defining each of these points can you correctly determine the target audience, as well as one product can be more than one target audience, in this case it is necessary to adapt further steps of the strategy for each target audience (Damir Khalilov, 2013). The result of marketing activities in the B2C market depends on knowing your target audience (Xueqi Gong, 2014). Beeline was the first in Kazakhstan to start using targeting in "mobile advertising", the company uses more than 400 criteria for choosing a target audience, which include smartphone OS, user interests, gender, age, etc. Unlike standard SMS-mailings, "mobile marketing" more accurately determines the target audience, which excludes the "spam effect" in advertising (vlast.kz, 2020). Philip Kotler, in his book Marketing 4.0 (2017), recommends that marketers shift their focus to youth, netizens and women, the three segments that have the most impact in the digital age.

A study by the Marketing leadership council (2012) found that in digital tactics all departments are connected and work together, digital tactics include paid search, online advertising, online communities, social media and blogs, corporate website and search engine optimization (SEO). Content marketing plays a very important role in the success of a company's marketing communications, the use of emotion in content can increase capital, as well as become a competitive advantage of a given company (Yogesh K. Dwivedi et al., 2020). When promoting their services on digital platforms, companies need to focus on interacting with people, making consumers the center of attention, not products. The new rules of marketing encourage organizations to build online relationships with customers and the entire community (Le Vu, 2020). Of course, this factor completely crushes the entire market and businesses need to adapt to it.

Beeline Kazakhstan employs 4 thousand people and 97% of them work remotely, the company's IT team has improved their skills to ensure such a number of people work remotely. Thanks to this, the company is able to work in a decentralized manner, people work quietly in the company while in another country (youtube.com, 2021). Based on the research of the Marketing leadership council (2012), it can be noted that digital marketers developing a website face problems in working with the IT department and support when working on a website, as a result, it all comes to the fact that marketers take responsibility for the design of the user interface, content management and information architecture. Next, companies create centers of excellence or the COE model for areas such as social media, paid search advertising, digital advertising, and email marketing (Marketing leadership council, 2012).

A step forward in the digital world for Beeline was the creation of the MyBeeline application, which is currently used by 2 million people. The company plans to launch 200 robots this year to take the burden off routine tasks and allow them to take on the creative part of their work. At this stage, the robot Pasha has been introduced, which is already helping Beeline employees. In 2017, Beeline was the first in Kazakhstan to issue a payment card with a combined bank card account and phone balance. Through the applications Beeline Pay and MyBeeline, you can pay for purchases via a QR code (kapital.kz, 2021).

Summary

One of the consequences of the COVID-19 pandemic is the acceleration of digitalization in absolutely all business sectors, including B2C. Today, it is important for companies not to miss this moment with the transition to digital platforms.

Beeline Kazakhstan, which is the country's innovative leader among operators, was one of the first to start the transition to digital. In the process of moving to digital platforms, the company is becoming more than just a mobile operator. Developing the fintech direction, the company supports the Digital Kazakhstan program, which is responsible for the development of a digital ecosystem for sustainable economic growth. To date,

Beeline has greatly expanded the scope of its activities, IT teams are actively developing, which gives the company a competitive advantage.

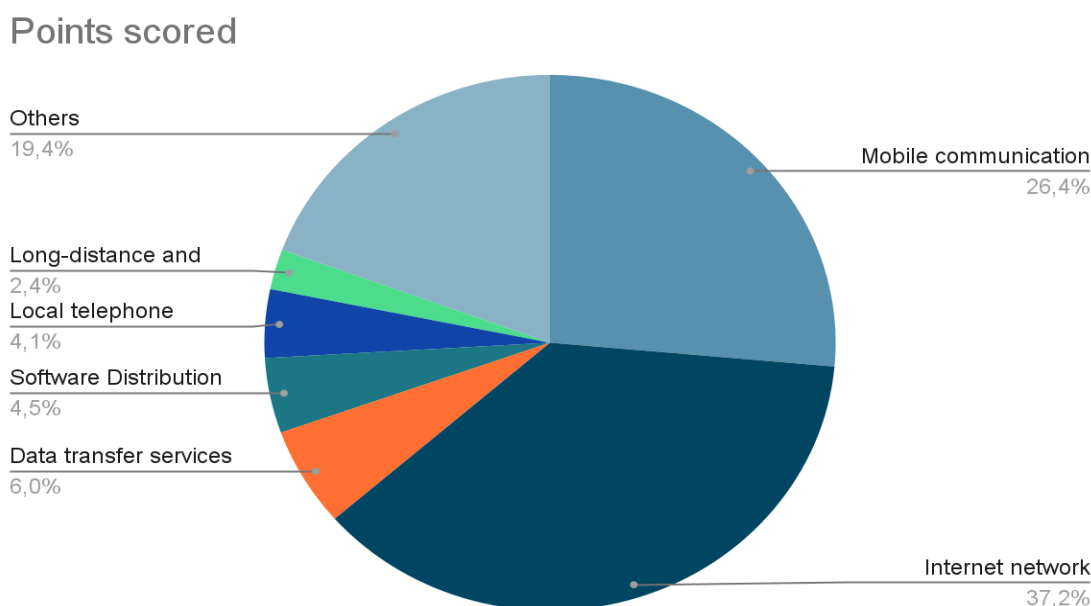
Also, the very fact that one of the most innovative companies in Kazakhstan is developing digital education among young people suggests that digitalization is an important factor in the company's success.

Analysis of indicators and activities in the digital promotion of Beeline Kazakhstan

Overview of the telecommunications services market

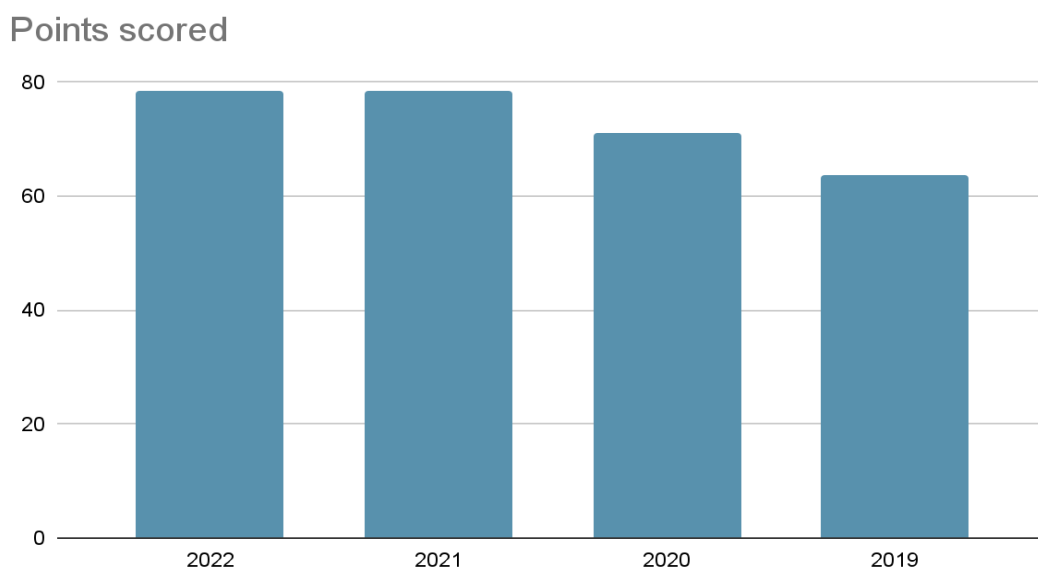
Based on the data provided by the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan, it can be seen that Internet and mobile communication services are leaders in terms of the volume of services in this industry (finprom.kz, 2020). Below is a diagram with the share of each type of service in the telecommunications market:

Diagram 2 - The most profitable types of services in the telecommunications market



According to profit.kz (2022) the income of the telecommunications sector as of January of the last 4 years in Kazakhstan is: 78.6 billion tenge for 2022, 78.5 billion tenge for 2021, 71 billion tenge for 2020 and 63.6 billion tenge for 2019 year.

Diagram 3 - Telecommunications sector income as of January of the last 4 years



SWOT analysis of the telecommunications services market (halykgm.kz, 2020):

Strengths	Weaknesses
<ul style="list-style-type: none"> • Investments in 4G mobile services based on LTE, as well as Spectrum testing of 5G networks is already under way by both companies. (Kazakhtelecom and Beeline) • Growing demand for broadband Internet services and IPTV supported by a government initiative to fiber deployment. 	<ul style="list-style-type: none"> • In the market of fixed communications and the Internet, they operate only two companies, which limits the development of the sector, as there is no competition. • High mobile penetration implies market saturation. A large number of inactive prepaid SIM cards hides the true size of the market. • 5G and new technological developments have been the least developed in country, which is likely to lead to regional backwardness among countries

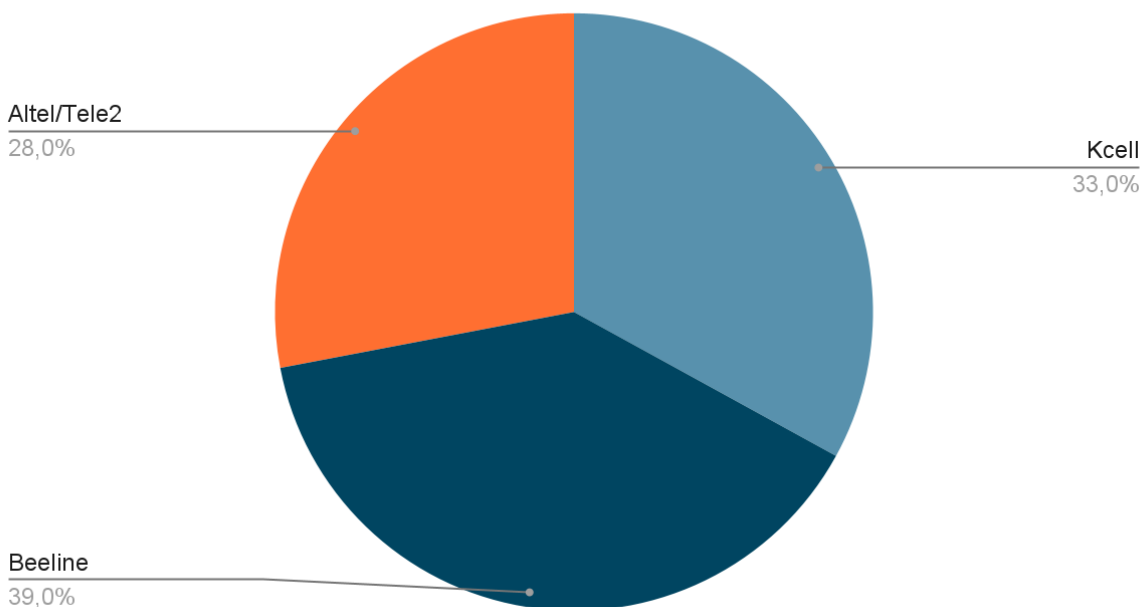
	<p>Central and Eastern Europe.</p> <ul style="list-style-type: none"> • Low population density increases infrastructure costs.
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> • Fixed and wireless networks need modernization and expansion, which gives suppliers the opportunity to enter into lucrative contracts. • Investments in international and trunk infrastructure will lead to a decrease in operational expenses. • Kcell launched LTE services in August 2016 and concluded a deal to share LTE networks with rival VimpelCom. The deal will allow both operators to save on LTE infrastructure and offer customers a better service. • The introduction of LTE technology and falling prices for smartphones should help stimulate the use of rich 	<ul style="list-style-type: none"> • The departure of TeliaSonera and Tele2 could weaken the market.

content of mobile value-added services.	
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Kazakhtelecom represented by Altel/Tele2 and Kcell, as well as Beeline are represented on the mobile communication market. The market share of Kazakhtelecom is 61%, Beeline 39%, however, in terms of consumers per brand, Beeline is the industry leader (halykgm.kz, 2021).

Diagram 4 - Market share of companies in the telecommunications sector in Kazakhstan

Points scored



The level of Internet penetration among mobile subscribers added 2% compared to December 2021, that is, it amounted to 70%, and the number of fixed Internet subscribers amounted to 2.78 million, which is 20 thousand more than December of the past year (profit.kz, 2022). The above information shows digitalization in action, the Internet network service is the leader in terms of income of telecommunications companies, and the number of Internet network subscribers is increasing every year. Looking at this, we can conclude that the use of digital promotion methods every year will give a more effective result.

Beeline Kazakhstan analysis

Beeline Kazakhstan became the fastest growing business in the VEON portfolio in Q4 2021 with strong demand for 4G network and digital services. The company's total revenue increased by 21.1% compared to the previous year, revenue from mobile communications by 22.5%, revenue from broadband access by 18.2%. The indicators are growing due to the growth of the subscriber base of mobile and fixed communications, in addition to this, the demand for Beeline digital services is high. The MyBeeline application increased the number of monthly active users by 52.7% to 2.9 million year on year. The customer base of digital operator "izi", owned by Beeline, grew by 2.2 times year on year to 84,000 active subscribers per month. The country's first digital payment card 'Simply' reached 642,000 users by the end of Q4 2021, 41% of users are not Beeline customers (veon.com, 2022). Financial indicators from 2018 to 2021 are shown in the tables below:

Table 1 - Beeline Kazakhstan financial indicators for 2021 and 2020

KZT million	4Q21	4Q20	YoY	2021	2020	YoY
Total revenue	66,022	54,511	21.1%	242,509	197,775	22.6%
EBITDA	35,777	32,488	10.1%	131,060	109,373	19.8%
EBITDA margin	54.2%	59.6%	(5.4p.p.)	54.0%	55.3%	(1.3p.p.)
Capex	28,611	20,883	37.0%	57,667	49,495	16.5%
Capex intensity	23.8%	25.0%	(1.2p.p.)			
Mobile						
Total revenue	55,809	45,547	22.5%	203,738	165,489	23.1%
Service revenue	52,913	43,681	21.1%	195,583	161,873	20.8%
Data revenue	31,464	22,801	38.0%	113,045	82,383	37.2%
Customers (mln)	9.9	9.5	4.4%			
Data customers (mln)	7.9	7.2	9.5%			
4G Smartphone users (mln)	7.7	6.8	13.5%			
4G users (mln)	6.3	5.2	21.9%			
ARPU (KZT)	1,781	1,501	18.6%			
MOU (min)	309	322	(4.0%)			
Data usage (GB/user)	14.1	11.0	28.2%			
4G coverage	80.5%	76.0%	4.5p.p.			
Fixed-line						
Total revenue	10,213	8,964	13.9%	38,771	32,286	20.1%
Service revenue	10,206	8,943	14.1%	38,676	32,198	20.1%
Broadband revenue	4,598	3,891	18.2%	17,716	14,572	21.6%
Broadband customers (mln)	0.6	0.5	15.1%			
Broadband ARPU (KZT)	2,779	2,727	1.9%			

Table 2 - Beeline Kazakhstan financial indicators for 2020 and 2019

KZT million	4Q20	4Q19	YoY	2020	2019	YoY
Total revenue, incl.	54,511	45,512	19.8%	197,775	186,039	6.3%
- mobile service	43,681	38,347	13.9%	161,873	144,925	11.7%
- fixed-line service	8,943	6,850	30.6%	32,198	25,423	26.6%
EBITDA	32,488	22,746	42.8%	109,373	103,454	5.7%
EBITDA margin	59.6%	50.0%	9.6p.p.	55.3%	55.6%	(0.3p.p.)
Operational Capex	20,883	14,285	46.2%	49,495	41,383	19.6%
Capex intensity	25.0%	22.2%	2.8p.p.	25.0%	22.2%	2.8p.p.
Mobile						
Total operating revenue	45,547	38,644	17.9%	165,489	160,545	3.1%
- of which mobile data	22,801	17,404	31.0%	82,383	59,986	37.3%
Customers (mln)	9.5	10.2	(6.7%)			
Data customers (mln)	7.2	6.9	4.2%			
ARPU (KZT)	1,501	1,243	20.8%			
MOU (min)	322	300	7.3%			
Data usage (GB/user)	11.3	6.9	62.2%			
Fixed-line						
Total operating revenue	8,964	6,868	30.5%			
Broadband revenue	3,891	3,376	15.2%			
Broadband customers (mln)	0.49	0.42	17.1%			
Broadband ARPU (KZT)	2,727	2,750	-0.8%			

In these tables, you can see the company's financial statements for the period from 2019 to 2021. Both the overall profitability and separately for the mobile network and fixed Internet are shown. The company's total revenue grew by 6.3% compared to 2019 and 2020, and from 2020 and 2021, the growth in total revenue was 22.6%. Earnings from each client on the mobile network increased from 1243 tenge to 1781 tenge in the period from 2019 to 2021. For each fixed Internet client, earnings increased from 2,750 tenge to 2,779 tenge.

As of December 31, 2020, the company had 2521 employees and 935, i.e. 37% of them worked in marketing and sales (veon.com, 2021). Looking at these data, we can say that the company pays a lot of attention to promotion, marketing and advertising. Because the second department in terms of the number of employees is working on the promotion of the company and its products.

Table 3 - Number of Beeline Kazakhstan employees in each department

Category of activity	Number of employees
Executive and senior management	12
Engineering, construction and information technology	1161
Sales, marketing and other commercial	935

operations	
Finance, administration and legal	218
Customer service	83
Procurement and logistics	46
Other support functions	66

Strategy.

Chief Executive Officer of Veon (which includes Beeline Kazakhstan) Kaan Terzioglu, during his visit to Nur-Sultan, said that we need to better understand the client, his needs, expectations and desires, we need to provide more digital services. People spend most of their time on their smartphones using various applications, playing games, listening to music, sharing photos on social networks, and so on. For Beeline, this is an opportunity to become a “digital operator” and start providing services that are in great demand among consumers. The company is aimed at the development and promotion of goods not related to the field of telecommunications. At the moment, the key products for promotion are the “Simply” card, BeeTV and its own online store. Also, not so long ago, a music service called Hitter appeared. As stated above, Beeline Kazakhstan aims to be a fintech, not just a telecommunications company.

“We are more than a telecom company, we want to give customers more than just the Internet,” said Beeline Kazakhstan CEO Evgeny Nastradin at the Demo Day event, where the company spoke in detail about its ecosystem. Beeline strives to be an IT company and currently has 600 IT employees who are engaged in the production of all non-telecom products of the company, most of these employees write their own code and all IT products that currently exist are made on their own (youtube.com, 2022). For Kaan Terzioglu, it is important that Kazakh engineers develop applications for Kazakhstan.

However, it is worth remembering that both for the entire telecommunications services market and for Beeline Kazakhstan, the main sources of profit are mobile communication services and fixed access to the Internet. In

terms of these products, the company aims to continue to grow its 4g presence. Kaan Terzioglu, at a meeting with Beeline employees, said that we need to move in the direction of “better 4g for everyone than 5g for some”. At the moment, projects are being implemented to introduce Internet connections in rural areas. In 2020, the “250+” project was launched, the goal of which is to provide residents of rural areas with a population of over 250 people with Internet access (halykgm.kz, 2021).

The numbers show that the company is increasing the performance of both its highest-grossing and strategically key digital products every year.

Analysis of interviews with employees.

Interviews were conducted with two Beeline employees whose work is closely related to the topic of this study.

Respondent A. is a product manager and is responsible for creating a product, in particular digital, that is, websites, applications, and so on, is engaged in product testing, as well as market research. The second respondent named Dinara is the head of the marketing communications department. Both respondents are closely connected with the work on the digital promotion of goods and services of Beeline Kazakhstan.

The company has more than one target audience, since each product produced by Beeline does not fit the audience of another product. Speaking about the main products, the target audience of the home Internet is households, we are talking about older people, that is, 25 years and older, who have their own housing and, accordingly, the ability to pay for it, says the respondent Dinara. The salary of this audience is of an average level, in the region of 250-300 thousand tenge (the average salary in Kazakhstan as of March 2022 is 275 thousand tenge according to the Bureau of National Statistics). As for the mobile network, there is a fairly wide audience of 20-65 years old, these are male and female people, residents of all regions of Kazakhstan (including rural areas), for whom it is enough to have a mobile phone, the salary of the audience is also average.

According to respondent Dinara Beeline, Kazakhstan divides promotion into two types. The first type is for getting coverage, the second type is for getting a specific action from a person. The promotion uses both digital and traditional channels for reach. Most often it is used when a new product or service is released, the

main task is for as many people as possible to see and learn about the new product of the company. Then the second type of promotion begins, in which only digital channels are used and they are responsible for lead generation, that is, receiving actions from people, such as clicking on a purchase button or filling out a questionnaire.

Beeline Kazakhstan allocates 60-70% of the marketing budget for digital promotion.

The company uses both traditional and digital promotion methods. As a result of the interview with respondent A., it was revealed that the most effective sales channel for fixed Internet (the second most profitable product after mobile communications) are people, that is, the work of sales agents is the most conversion channel for this particular product. Respondent Dinara also stated that cold calls are one of the main sales channels. In other cases, digital promotion channels are more effective.

In addition to the work of sales agents, traditional promotion methods used by Beeline Kazakhstan include sales offices, islands in electronics stores, and advertising banners.

For the promotion of mobile communications, as well as for products such as the “Simply” card and BeeTV, digital channels are considered effective. Of these, the company uses its own website, My Beeline applications, SMS mailings, social media marketing and paid promotion, that is, targeted advertising.

As a result of the interview with respondent A., key digital channels for promoting the company were identified, which include:

1. Website - Beeline’s website is a strong promotional tool, it is visited by an average of about 3 million people per month (data taken from similarweb.com). On the main page of the site, the visitor is greeted with a banner advertising the "Simply" card, BeeTV, tariff plans for the mobile network, as well as a list of mobile phones that can be purchased in Beeline's own online store. It should be noted that the list of interests of visitors to the site beeline.kz includes films and streaming. This suggests that interest in BeeTV really exists.
2. “My Beeline” app - Veon's annual report showed that the number of monthly active users reached 2.9 million (veon.com, 2022). The application contains advertising of all goods and services of Beeline

Kazakhstan. TV and tariff plans are the most active. 600,000 people launch the app at least once a day and perform 16 million actions every day (youtube.com, 2022). Such activity allows this channel to be effective enough to promote Beeline goods and services.

3. SMS mailings - the company actively uses SMS mailings to attract its subscribers to new Beeline products. The author of this scientific work, being a client of the company, actively receives SMS messages with information about the “Simply” card and BeeTV television, and the “My Beeline” application is also advertised in SMS mailings. With the help of Big Data technology, SMS messages come to consumers in accordance with their actions, that is, everyone receives an advertisement for the service that is most likely to be of interest to him.
4. Social media marketing - the company actively maintains its social networks:
 - Instagram - 217 thousand subscribers, about 17 publications per month, which receive an average of 205 likes and 19 comments. The page contains selling content showing new tariff plans and other services of the company, various contests are held, there is entertainment content, as well as educational or informational content.
 - Facebook - 44 thousand subscribers, about 19 publications within one month, 13 likes, 1 repost and 2 comments on average receive publications in this social network.
 - Vk.com - 74 thousand subscribers, 19 entries in one month, an average of 8 likes and 31 comments and 2133 views.
 - Youtube - 102k subscribers, 299 entries averaging 381k views, 128 likes and 15 comments. This social network publishes commercials of the company, as well as broadcasts of events from Beeline Kazakhstan.

In each social network, both non-telecommunication products and mobile tariff plans and the Internet are promoted.
5. Paid promotion - the target audience of Beeline Kazakhstan will always find company advertising on the Internet.

6. "Beeplaykz" is a project of the company, which is aimed at a young audience playing video games. This is a tournament for the online game Free Fire, which is broadcast on various channels, including Youtube, the streams of this tournament collect about 3 thousand views on the Youtube channel, there are also accounts in Tik-tok, VK and Telegram. In each broadcast, commercials for Beeline Kazakhstan products periodically appear.

Consumer Survey Analysis

To collect information from Beeline Kazakhstan customers, it was decided to use the survey method. A survey was compiled consisting of 16 questions in which 104 people took part, each of them is a Beeline client and uses at least one of the company's products.

The survey participants were 48 men and 56 women, residents of Nur-Sultan (58.7%), Almaty (21.2%) and other cities of Kazakhstan (20.1%). The main part of respondents aged 26 to 40 is 60.6%, 30.8% of respondents aged 18 to 25. The salary of most of the respondents is between 251,000 tenge and 350,000 tenge per month. 60.6% of those surveyed are employees in a company, 14.4% identified themselves as freelancers and 11.5% as entrepreneurs. More than half of the respondents have a positive attitude towards advertising (64.4%), the rest are negative or neutral. There were also comments that advertising should not be too much and should be "tailor-made". Slightly more than half (54.8%) regularly or often purchase goods and services via the Internet, the other half rarely or never do so. This suggests that not all Beeline customers will be able to influence through Internet promotion channels. The most popular Internet channels for searching for goods and services were social networks and marketplaces such as OLX, Wildberries or the Kaspi store. 77.9% and 63.5% of respondents voted for them. Promotion via e-mail turned out to be ineffective, since more than half of the respondents rarely open and a quarter completely ignore advertising messages received by mail. The least intrusive was advertising appearing in social networks, as well as in SMS alerts. About half of the respondents have been Beeline customers for more than five years and a little less than a quarter for 3 to 5 years. The most popular services, as expected, were home Internet and mobile services, they are used by 71.2% and 78.8% of respondents, respectively. Non-telecommunications services are

currently not very popular among customers, respondents use BeeTV television (9.6%) and Simply virtual card (4.8%). Most often, users learned about Beeline products through advertising on social networks and through recommendations from acquaintances and friends, that is, SMM promotion and word of mouth marketing can be called the most effective channels. These channels had an effect on 46.2% and 35.6% of respondents, respectively. Advertising on the Internet and the application "My Beeline" brought 26% and 25% of respondents. The website outperformed TV/Sale advertising and street banners, 14.4% versus 6.7% and 11.5%. Also, the work of sales agents influenced 22.1% of respondents. 5% of customers do not remember where they learned about the company, as they have been its customers for a very long time.

Respondents rated the quality of the company's products most often at 8-9 points out of 10, and the quality of service at 8-7 points out of 10. Speaking about the quality of service, it should be noted that a poor level of service can lead to the loss of customers. However, 90% of respondents to this survey will continue to use Beeline services.

Consumer survey proves that the mobile network and fixed Internet access are the main products of the company. Beeline's digital products are just starting to take off, as measured by financial reports and consumer surveys. They have shown very good growth over the past year, but far from all consumers use these services. In promoting Beeline products, both digital and traditional types of marketing showed results. However, the main flow of customers came from digital platforms.

Consumers had negative feedback about the quality of goods, as well as the quality of service, a certain part are ready to go to competitors. Judging by the survey, 6.7% of respondents will not continue to use Beeline services. Most of the negative reviews concerned the quality of the Internet, both mobile and home, as well as home Internet service.

The My Beeline application and SMS mailings, being a good promotional tool, are still more focused on the company's current consumers. It can be concluded that the company uses the website, social media marketing, paid promotion, and projects such as Beeplaykz to attract new consumers.

Conclusion

In this study, scientific articles and publications, books on the topic of marketing and digital promotion were studied, interviews with experts and a consumer survey were conducted.

The study was conducted on the example of Beeline Kazakhstan. The company began to understand the desires and needs of its customers and adopted the strategy of becoming a “digital operator”. Financial indicators for the last year indicate that Beeline is quite successfully pursuing its strategy.

The hypothesis of this work is that the use of digital resources for promotion gives a more effective result.

Beeline Kazakhstan actively uses both traditional and digital marketing in promoting its products. Interviews with employees, as well as a customer survey, showed that digital channels had a greater impact on sales of the company's goods and services. Taking these data, as well as the fact that the number of users of both the Internet and digital platforms will only increase every year, we can say that promotion through digital resources really gives a more effective result. But this does not mean that you need to abandon the use of traditional marketing, this method still gives its result.

Some of the digital channels work for the company's existing customers and quite successfully sell them the company's new services. This tells us that digital resources help Beeline Kazakhstan work to strengthen its reputation and maintain the interest of regular customers in its activities, which is also mentioned in the research hypothesis. Beeline Kazakhstan was recognized as the most respected operator in the country according to the results of a reputation audit by the Reputation Institute (beeline.kz, 2022).

In modern market conditions, it is the consumer who dictates the rules, the markets are saturated, there is high competition in almost every area. Companies need to become customer-centric, start paying attention to the needs and desires of their customers. As for promoting your products, you need to fight for the attention and loyalty of the client. It is very important to be able to stand out among a large number of competitors.

When promoting on digital platforms, a strategy and a clear understanding of the purpose of promotion are required, if this is not the case, then the company will waste a large amount of finance, time and energy, since

digital platforms are most effective only with a clearly formulated task, a selected target audience and the correct application of each of the tools.

According to a study by Lavrentieva A.Yu. and Soldatov I.V., the main channels in the B2C market are their own online store, social networks and various electronic trading platforms such as Avito, Aliexpress, OLX and others (2014). A survey of consumers only confirmed this information. Beeline Kazakhstan using these channels successfully promotes its products and services in the B2C market.

Is it necessary to switch from traditional methods of promotion to digital and why? Le Vu's work says that digital promotion methods are becoming a global trend that should not be missed by any modern company, there are also examples when companies that did not keep up with the digital age ended up in bankruptcy (2020). Yes, companies should not ignore digital promotion, but as this study showed, there is no need to completely replace traditional methods with digital ones, you need to be able to combine them, because both methods can give results. Beeline Kazakhstan skillfully uses both methods and uses different types of promotion for each of its products, somewhere digital, somewhere traditional.

What digital promotion methods increase sales? There is no definite answer which method will increase business sales. It all depends on what product or service is being promoted on the market, what strategy the company has, what goals and objectives are set for marketers in promoting the product. Each of the channels can increase the sales of one channel, but does not affect sales in any way if it is used on another product. It is always necessary to conduct research, calculate the ROI coefficient and look at reports of efficiency reports, that is, CRM systems. After studying this data, every business owner or company marketer will be able to find out which promotion methods increase sales.

Is digital promotion effective in the B2C market? Yes, digital promotion can be effective in the B2C market. If you use digital channels correctly and take into account the peculiarities of the B2C market, then digital promotion will be as effective as possible.

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Appendix

List of questionnaire questions

1. Your gender
2. Age
3. Salary
4. Position
5. Place of residence
6. How do you feel about advertising on the Internet?
7. How often do you purchase goods and services for advertising on the Internet?
8. What digital platforms do you use to find the product/service you need? (you can choose more than one)
9. How often do you view promotional messages coming to your e-mail?
10. Which digital platforms have the least annoying ads? (you can select more than one)
11. How long have you been a customer of Beeline Kazakhstan?
12. What company services do you use?
13. How and where did you learn about the company's product/service?
14. Rate the quality of Beeline products
15. Rate the quality of Beeline service
16. Will you use the company's services in the future?

Link to survey results:

<https://docs.google.com/spreadsheets/d/1-Bduh-sTvWFvt69dFBEROk2cB--ENmklxo9fRmtRsJQ/edit?usp=sharing>