HOW CAN A FOREIGN COMPANY ENTER THE RUSSIAN B2B MARKET?

Effective B2B marketing strategies in Russia

by Vadim Tylik
Are you a foreign manufacturer of B2B goods or a service company? Are you interested in Russian B2B clients? Do you aspire to enter the Russian market? Do you see the demand for your product in Russia, but do not know how to effectively build a potent marketing strategy to attract more customers?

Then these guides are for you. Entitled “How can a foreign company enter the Russian B2B market?” it will be useful not only for the "newcomers" to the Russian market, but also for the "veterans" who want to increase their presence. These guides will be useful for people who already have experience in business and marketing, but have a lack of knowledge about the peculiarities of the regional market. They show a clear procedure and following them will enable you to build an effective marketing strategy to attract customers to your product in the Russian market.

Why do more and more foreign companies want to enter the Russian market, despite the sanctions?

Today, in the era of economic sanctions and political intrigues business needs to be as sagacious and detached from ideas imposed by the media creating "artificial" enemies for the government's objectives as possible. As it is known these are the government and the ruling elite who earn during the crisis, while small and medium businesses are compelled to suffer.

The situation is unfair, isn’t it?

However there is an exit for small and medium businesses. That is to focus on the global market. Today, business in Europe, Asia and America focuses not only on the domestic markets, the vector of development of a successful business is global. Russian business, despite any political conflicts, imposes a huge demand for services of the foreign enterprises. It is for this reason that more and more foreign companies find great potential in cooperation with Russia.
That is true that, the Russian currency weakened in 2014, and, of course, the purchases in foreign currency for Russian business have become more expensive than in 2013, for example. But we all know that the crisis will not last forever. It will oust the weak, uncompetitive enterprises from the market and will give the opportunity to the stronger players to take a greater market share. Therefore, it is in times of crisis and difficulties when the rich prospects stand open for the companies: while the others are baffled and afraid to take risks, the strong players are active in the market game and win the market. As a result, when the crisis ends, and even the laziest ones enter the market, the market will has already been occupied by the strong players who were not afraid to be active!

In addition, Russian companies in the medium term will try to reduce their costs, and instead of producing goods and services by themselves, will prefer to buy products from abroad. Sometimes the aim is not even to save money but an effort to find better and more technologically advanced goods.

At the moment Russia is one of the largest foreign partners of China. Until the mid-2000s, Chinese manufacturers did not apply any special marketing efforts to finding Russian customers. Russian entrepreneurs themselves had to go to China to look for the right manufacturer. But today the situation has changed. As Russian businesses have become more solvent, so businessmen have the opportunity to appeal not only to Asian, but also European and American manufacturers. Today, foreign export-oriented companies can no longer afford to passively wait for the client to come to them. In today’s world, companies with a dynamic marketing and business policy actively bring success to themselves.

Current papers have a purely practical orientation, so I have no intention of loading you down with boring analytics. But I still want to draw your attention to an interesting fact from which we can conclude that the Russian market has a huge demand for foreign companies: in 2015 the World Bank rated Russia's GDP at $1.23 trillion, placing it thirteenth over all in the world.
### The Forecast of Real GDP growth in the countries for 2017

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>GDP Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The United States of America</td>
<td>19,377,203</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>12,361,737</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>5,106,259</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>3,618,621</td>
</tr>
<tr>
<td>5</td>
<td>Great Britain</td>
<td>2,609,912</td>
</tr>
<tr>
<td>6</td>
<td>France</td>
<td>2,570,023</td>
</tr>
<tr>
<td>7</td>
<td>India</td>
<td>2,457,748</td>
</tr>
<tr>
<td>8</td>
<td>Italy</td>
<td>1,895,318</td>
</tr>
<tr>
<td>9</td>
<td>Brazil</td>
<td>1,953,861</td>
</tr>
<tr>
<td>10</td>
<td>Canada</td>
<td>1,627,303</td>
</tr>
<tr>
<td>11</td>
<td>South Korea</td>
<td>1,521,000</td>
</tr>
<tr>
<td>12</td>
<td>Australia</td>
<td>1,343,608</td>
</tr>
<tr>
<td>13</td>
<td>Russian Federation</td>
<td>1,442,406</td>
</tr>
<tr>
<td>14</td>
<td>Spain</td>
<td>1,302,950</td>
</tr>
<tr>
<td>15</td>
<td>Mexico</td>
<td>1,124,316</td>
</tr>
<tr>
<td>16</td>
<td>Indonesia</td>
<td>1,014,867</td>
</tr>
<tr>
<td>17</td>
<td>Netherlands</td>
<td>799,847</td>
</tr>
<tr>
<td>18</td>
<td>Turkey</td>
<td>769,474</td>
</tr>
<tr>
<td>19</td>
<td>Saudi Arabia</td>
<td>689,004</td>
</tr>
</tbody>
</table>
The main problem is attracting new leads

As an experienced businessman or marketing specialist you know that B2B sales is quite a difficult process, one that has several stages:

![Diagram of the B2B sales process]

As a rule, B2B sales can not be accomplished in an instant, as long as a B2B market transaction is a series of actions planned in advance.

The purpose of my paper is to present specific tools that will allow you to attract the attention of potential customers and garner an incoming flow of requests (i.e. to resolve the issue of the initial step in B2B sales). After all, finding and attracting new customers is the most labor-intensive process in B2B marketing, especially in a new and unfamiliar market. Most entrepreneurs and sales managers say that if they had some kind of customer base, it would be much easier to sell. It is the search for new customers that takes a lot of time and energy, and sometimes money.

Again, these papers won't tell you how to sell your product, but will help you to create a stream of interested leads from Russia, leads that could potentially become your customers if the final stages of B2B sales are completed correctly.

In the following sections we will focus on the initial stages of complex B2B sales: attracting customers and establishing trustworthy relationships with them.

What is the basis of success in the Russian market?

The success of any business marketing policy in a foreign market is based upon the ability to communicate with the client in his native language. Accordingly, in order to make successful marketing policy in Russia, communication with clients should be in Russian.
More than once I have witnessed how Russian manufacturers had an urgent need to purchase certain goods abroad, only to have to look for foreign manufacturers by themselves, study product information in English (or other applicable language) and make a purchasing decision thereafter.

That means communication between client and supplier was built in English (or the applicable foreign language). Sales were conducted in the language of the seller, not the buyer. This system is possible if you are not interested in a wide coverage of consumers, or if you are targeting all countries without care for a specific region. But if you are reading this guide, it means that you want to establish long-term relationships with Russian clients. You are not interested in one or two sales but want to build an efficient distribution system.

So then, I want to emphasize that for sustained success in the Russian market you need to communicate with customers in their own language. I will be talking about marketing tools that will help you to attract B2B customers, but more on that later. Right now it is important to understand that any marketing tool in Russia must be in Russian: Russian websites, booklets in Russian, etc. Do not flatter yourself; your product is not that unique. Modern consumers are simply not willing to jump through hoops just buy something. This is true not only for Russia, but also for all other countries as well.

So, a brief summary:

*IF YOU WANT TO BUY SOMETHING, GESTURES ARE ENOUGH TO EXPLAIN YOURSELF, IF YOU WANT TO SELL SOMETHING, YOU NEED TO KNOW THE NUANCES OF THE LANGUAGE.*

**How to convey information to your audience or how to spend your advertising budget effectively**

Before I start to describe specific marketing tools, I would like to make one important point. Above we have envisaged a chain of events for B2B sales and found out that B2B sales is not a given fact, but a workflow process. Maybe you can’t wait to learn about the specific tools that will help you attract customers in Russia, but first I’d like to dampen your mood, if I may.
No advertising, no marketing tool can sell your product! Yes, exactly, no matter how scary it sounds ... But what do I mean? And is it really all that bad?

I'm sure if you ask an average entrepreneur or marketing specialist the question *"What is the purpose of your advertising?"* the answer will be: *"To sell a product or service."* As a rule, this attitude leads to 50-70 % of the advertising budget being wasted for nothing. Now it is popular to say that advertising should not entertain or amuse, and must sell and be effective - and rightly so - but the key question here should be: *"What should the advertising sell?"* You'll be surprised, but I will say that advertising should not sell a product or service. *My experience in marketing communications reveals that advertising must sell "a small action" in the sales chain. It is very difficult to sell a product through direct advertising language such as "Buy now! Get it while you can!" It is much easier to "sell" a small action to a customer, such as a phone call, visiting a website, or an email. Besides, very few customers are ready to place the order right at the moment they are exposed to the ad. Many more people, though, would just like to call and know more about an interesting promo.*

For example, the number of people interested in buying special software at any given time is much less than people who want to get a free demo of the product for 30 days. There are a very limited number of consumers who are willing to purchase at that precise time. Therefore, your advertising message will increase its effectiveness if you entice consumers to commit to small actions - "Call to find out more about our special promotion," "fill out the form on our website and get your free gift."

So I have given you some theoretical basis above, and no marketing tools will work without them. Hereafter we will talk about the specific tools that will allow you to attract B2B customers in the Russian market.
Tools for attracting B2B customers

• **Search Engine Optimization in Russian search systems.**

For the B2B market, I would put online promotion above all else in importance. So let’s talk about SEO. I think that you are familiar with this term. For those who are new to this concept, here is a brief definition: SEO - a process which places your website in the leading positions in search engines for certain key demands.

In Russia, though it may seem strange to many foreigners, the leading search engine is not Google, but Yandex. Currently Yandex search engine claims about 50% of the search market, according to various estimates. Google.ru takes 41,9%, while the remaining 7% are less popular search engines: mail.ru and rambler.ru.

Now it is popular to quote the words of Bill Gates, founder of Microsoft: "If you are not on the Internet, you do not exist." If you apply this phrase to the market in Russia, I would rephrase it as follows: "If you are not on the Russian-speaking Internet, then you do not exist in the Russian market." If your product is easy to find in the Russian Internet, you significantly increase the share of its presence in Russia.

If you already have a website, create a Russian version. **It is critically important to place the Russian site in the following domains: .ru (ideal), .com, .org, or .biz.** In addition, several years ago, a .рф domain in Cyrillic (Russian script) was opened, but I do not recommend using it.

Russian texts located on domains in zones like cn, it, de, jp, kr, etc., are either poorly indicated by search engines, or not indicated at all.
So how do you organize the SEO promotion of your website in Russia?

Of course, you can hire a professional agency, or you can optimize the site yourself. How? Let me tell you the secret of SEO optimization – simply compose a large number of relevant Russian-language texts, and add them to your website. Of course, SEO professionals will be able to achieve better results in the SERPs, but if initially you do not have a large enough budget, you can do without outside help.

When it is inappropriate and impractical to use Search Engine Optimization?

Though SEO site optimization is definitely an effective way to promote in both the local and the foreign markets, if you work in a highly competitive market, SEO optimization may be too expensive and time-consuming to implement. Sometimes companies spend 6 to 24 months to bring the site to a high position in the SERPs. What do you do in a situation when SEO is very expensive and you need immediate results? Enter: contextual advertising.

- **Contextual advertising - search engine advertising with pay per click.**

If there is a large number of competitors promoting the keywords you are interested in, and you need quick results, the best solution here is a system of advertising with pay per click - contextual advertising Google Adwords, Yandex.Direct and Begun. These systems operate on the same principle: you pay per click, i.e. for the client who visited your site. The click price can be as low as 1 cent and as high as $100 and up, depending on the number of competitors in the industry, CTR index (click through rate) and your position among other ads.
• **Using data bases and direct marketing**

Who is your target customer? Who makes the decision to buy your product? What position does the decision-maker have in the company? How many employees in a company can act as the buyer of your products or services? You definitely need to have a clear profile of your client. When you clearly describe your client, it will be easy to obtain an appropriate list of decision makers, based upon your request. Using the services of a professional agency, you can easily get the necessary contact details of potential customers for very reasonable prices. Sometimes, to improve the database you can use the services of call centers that call around all contacts and gather all the missing information, such as the names of decision makers if they were not originally listed in a database.

The next important question that may arise - how can I use this information? There may be several options:

1) The first thing that may cross your mind is to arrange cold calls to potential customers and try to sell your product. This is the most inefficient and weak instrument used in B2B marketing. Cold calling immediately puts you in a weaker position, and, as a general rule it irritates the person on the other end. The effectiveness of cold calling at the moment is only slightly more than that of spam.

2) Direct Mail - directly mailing various types of promotional materials. You are probably already familiar with this marketing tool. From my experience direct mail is one of the most powerful tools of getting customers in the B2B field in Russia.

Direct Mail is underdeveloped in Russia; local consumers are not yet spoiled by attention from advertisers: according to various estimates the average Russian is now receiving only three personal commercial messages per year, and that can also be attributed to the B2B field! For comparison, the average German gets up to 250 letters a month, and I cannot even imagine the number of personal messages in the USA and Canada. In addition, Russians react to the DM treatment much more positively than other Europeans, as personal messages are a rare phenomenon to them. Do not confuse it with email newsletters, Russians get tons of them! Therefore, promoting your proposal through this marketing channel, you will encounter fewer competitors than for example in SEO or contextual advertising.
A key element of Direct Mail campaigning is personalization, or a personal appeal to the buyer, and that is actually the reason for using a B2B database. It forms an image of exclusivity in the client's mind. The name of an individual in the address of the company plays an important role too. If the name is not indicated on the envelope or the offer, then eventually your letter will end up in the waste bin.

The percentage of responses to your letter will also depend on the content of the letter and the level of professionalism of your promotional offer. There are plenty of books and blogs telling us how to compose a "sales letter. "I recommend familiarizing yourself with the relevant technologies and applying them. It is difficult to identify any special techniques to impact the Russian consumer; the principles are identical to those used in the U.S. and Europe. Perhaps the professionalism of translation into Russian will greatly affect the response rate, so I recommend referring to native speakers when drafting a letter.

According to the site sostav.ru personalized mailing addressed to 50,000 inactive subscribers to the Russian cable channel NTV Plus television allowed customers to return 6000 clients and within a month to achieve an additional $3.2 million in revenue.

1) Email Direct Marketing - sending promotional messages via email. Unlike Direct Mail Mailing, Email Direct Marketing is very popular in Russia, so if you want to use this channel of promotion, you will be faced with a large number of competitors, who are also trying to push their message through emails. As I said above, I do not recommend using email as a direct sales channel. Use it to establish initial contact with the client, to try to get them interested. For example, offer your audiences a free "demo version of the product." Most importantly, do not engage in SPAM mailings, it is not only inefficient, but also in violation of Russian law.
• **Business papers**

One of the most effective methods of attracting B2B customers is placing advertisements in specialized business magazines. In Russia, there are a wide range covering different topics, and accordingly have ratings, circulation and coverage distribution. I do not think I would focus on such a channel. Local specificity is not very different from other countries - your task should be to peruse the ratings of business publications in Russia and choose the most suitable one for you.

• **Fairs**

Participating in various specific fairs held in Russia. This tool is popular among b2b oriented companies, but, despite its obviousness, I still add a few critical comments. Exposing your company in Russia, you cannot count only on the audience came to the exhibition hall. Think in advance about attracting additional attention to your exhibition stand:

  • Make a real show of your exhibit space; organize a press conference of the head of your company with journalists of Russian mass media. Think out the event that can interest journalists. I mean, journalists will be ready to attend a press conference only if it is a really significant event in your industry. Do not confuse marketing presentation and press conference! If you try just to sell during a press conference, you will get nothing except the anger of journalists.

  • Pre-notify all of your potential clients in the region, where the fair takes place. This can be done via email newsletters, as well as through direct mail campaign. More details on this tool were discussed above.
Exhibitions are certainly an effective tool, but unfortunately most foreign companies consider it as the only possible one. Although, as you certainly have understood from the foregoing materials, there are other tools which can help to come into contact with b2b clients.

• **Organization of an elite ‘closed’ party**

An alternative to the exhibition would be the organization of an elite ‘closed’ party. Let me give an example. Today, in terms of sanctions Russia did not impose an EMBARGO on Icelandic fish products. How can Icelandic entrepreneurs enter the Russian market with their products and get into the elite restaurants of Moscow and St. Petersburg? It is not necessary to exhibit the goods at a fair, because food exhibitions are not so often, while the sales must be done now.

The effective strategy in this case will be the organization of "The Dinner Party", where chefs and restaurateurs will be invited; since they make decisions about purchase. As part of a dinner party representatives of the Russian restaurant business will degustate the product and decide on the supply of products in their restaurants. Would this decision be successful entirely depends on you.
• **Event marketing in Business to Business Communications**

Event marketing is one of the most effective tools in complex b2b sales. As I mentioned earlier, any kind of b2b sale is a chain of events. Event marketing often stands somewhere in between meeting a person and selling him a product. Let me give you an example. You’ve been working on some ‘complicated’ potential clients for quite a while, and the contract amounts are impressive, but your clients are taking their time. They keep learning about your product while also considering some alternatives that your competitors have to offer.

In order to strengthen the relationships with your clients and increase the status of your company in the eyes of your partners, you organize a summit or a seminar on an up-to-date topic in your area of expertise. All these clients you’ve been working on are invited. The best experts of your company share about some insights in the market, as well as tricks and secrets they use. In other words, it’s a master class where people can learn something new as they watch competent experts presenting their know-how. The main goal of such events should never be selling the product in itself, but instead helping a person move to the next stage of sales funnel. It can often be achieved through an informal discussion of the details of your offer over a coffee meeting.

Event marketing is particularly popular in IT companies and in financial sphere. Yet it certainly is far from being limited by these segments.

It’s vital to remember all the tools described earlier, for if you take any tool separately you won’t achieve the same result. In order for all tools to function in their full capacity, you need to apply complex approach in b2b marketing. So, for instance, if you combine event marketing with data base marketing, e-mail activity and direct mail marketing, you can get some truly impressive results.
In our agency practice there have been plenty of cases where we’ve used a mix of marketing solutions to reach the goals of a marketing campaign. Thus, we’ve organized a summit for one of our IT software developers. The audience was supposed to include the chief executives, such as department heads, vice-presidents and presidents of big financial institutions. It’s quite hard to get together such an audience.

Therefore, we’ve used the approach of forming an actual data base (mailing list) for two months and then sending out a named VIP invitations by a first class mail delivery service to each potential guest. The letter also included the White Paper on the upcoming summit. And e-mail newsletter provided the opportunity of reminding about the event on different stages of preparation, thus increasing the effectiveness of the direct mail campaign.
How to attain credibility with a potential customers — The most powerful tools for creating a reputation in B2B marketing.

Above I addressed the tools that allow you to create an incoming flow of requests from potential clients. However, once at the stage of attracting clients and fighting for their attention you come across such factors as "lack of confidence". Confidence is a key factor for success in any business.

When entering the Russian B2B market, "confidence" becomes even more important than elsewhere. To understand this, just turn to the history of Russian business, which started relatively recently - in 1988 - and as you know the history of business in 1990s Russia has a special tinge: corruption, fraud, and racketeering. Followed by a financial default in 1998 the above-mentioned factors formed a Russia-specific business "immunity", a certain motto: "Do not deal with anyone you do not know."

So now I will address two the most effective marketing tools for working in B2B, which you can apply to any of the channels of information dissemination.

**CASE STUDY — success stories — detailed descriptions of your successful projects**

<table>
<thead>
<tr>
<th>Why do you need a Case Study?</th>
</tr>
</thead>
<tbody>
<tr>
<td>To show that customers trust you;</td>
</tr>
<tr>
<td>If your service is very specific and difficult for you get a message across to clients. Case Studies allow you to exhibit a specific practical example that shows how your services work;</td>
</tr>
<tr>
<td>Show that customers are satisfied with your work;</td>
</tr>
<tr>
<td>Show that you approach the project systematically and consider many different factors when you work.</td>
</tr>
</tbody>
</table>
### Where can you use a Case Study?

- On a website;
- As a handout at an exhibition;
- As a PR publication in a business edition;
- In a direct-mail campaign, as an endorsement of the letter (credibility booster);
- When sending a PDF or PowerPoint presentation project to clients;
- And indeed wherever possible to deliver a large amount of content.

### How to write a Case Study structure

A perfect case study should be structured as follows:

1. Information about the company acting as your client;
2. A description of the client's problem;
3. A description of the supplier selection process;
4. Why were you chosen in the end?
5. A detailed description of the project;
6. Results with details (photos, specifications, diagrams, etc.);
7. Measurable results of the project;
8. Client's review;
9. Your contact details and a call for action.

### An important note

This structure is not rigid. Some items can be removed, and some can be interchanged. The main idea is to make a Case Study capable of solving the main problem - **show that you are the one they can trust.**
**White Paper is a marketing tool that helps prospects to take the right decisions.**

The second important tool after Case Study is the White Paper, which will let you strengthen the clients’ trust towards your business in Russia.

White Paper marketing has been particularly thriving in the US, with a huge number of companies applying this tool in their marketing systems. As a consequence, the effectiveness of it in the USA dropped down, since the market is currently overflowing with various content, including such of pretty low quality.

Concerning Russia, WP tool promotion is not quite developed here yet and is not as familiar to B2B marketers. Therefore, the use of White Paper in a mix of marketing communications is going to give some serious advantages to your business in Russia.

Now let’s move on to the actual description of the tool.

White Paper is a document that helps your potential customer to consciously choose your company over others. Simply speaking, white paper is something between an article and an advert. Its goal is to provide some useful information about solving a specific problem, giving a reader a specific action algorithm leading to success. The document contains enough useful information and, at the same time, makes people think that purchasing your goods or services would be the best solution to this problem.

Why does this tool work so well in Russian B2B marketing?

People like white papers, because such content is valuable. People love learning. Companies, which generously sow some valuable teaching information into their target audience, will reap great trust and authority.
WP allows you to place a potential customer into the sales funnel. Many people are willing to fill out registration forms and leave you their contact information to get the answers to questions churning and burning inside them.

White papers last very long. They can be constantly handed down from one person to another or sent by mail. Hardly anybody would ever think of spreading an ordinary advert among his colleagues, partners, and clients if it did not contain any obvious value.

As an example, I’ll list the two headlines of fictional WPs and let you choose the one you would trust more:

1. Instructions on hiring and training sales department staff

2. The 12 secrets of forming successful sales department
Summarize

So how do you bring all of these tools to life and build a comprehensive marketing strategy on their basis?

Let’s take a look at an example of a mining equipment manufacturer, which will not only work with direct consumers of its products, but will also seek to find distributors of its equipment in Russia.

<table>
<thead>
<tr>
<th>Strategic objective:</th>
</tr>
</thead>
<tbody>
<tr>
<td>to find direct buyer;</td>
</tr>
<tr>
<td>to find distributors of mining equipment in the Russia Federation;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Defining the target audience:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct buyers are construction companies and industrial organizations that are directly involved in mining.</td>
</tr>
<tr>
<td>Any professional organization in Russia, which is already engaged in construction equipment dealerships or an entrepreneur who has ever had experience with construction equipment and is currently searching for new opportunities can act as a distributor.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing tools:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating a Russian-language website.</td>
</tr>
<tr>
<td>SEO site optimization for the request of “mining equipment”, etc.</td>
</tr>
<tr>
<td>Running contextual advertisements in the leading Russian search engines to achieve quick results in online marketing</td>
</tr>
<tr>
<td>Purchasing a database of all construction companies in Russia (or Moscow) to search for direct buyers.</td>
</tr>
<tr>
<td>Purchasing a database of professional mining and construction machinery dealers.</td>
</tr>
<tr>
<td>Mail Direct personalized campaign for direct buyers describing your case study and why your technique is worthy of respect.</td>
</tr>
<tr>
<td>Mail Direct personalized campaign for dealership organizations describing why it is profitable to become your distributor.</td>
</tr>
<tr>
<td>Placement of PR articles in professional journals in the construction industry and in business magazines a wider audience coverage.</td>
</tr>
<tr>
<td>Participation in specialized exhibition and organizing press conferences with the media representatives within the framework of the exhibition for wide coverage of the brand in the Russian market</td>
</tr>
<tr>
<td>After getting feedback from interested parties, direct customers proceed to work upon the final stages of a complex B2B sale.</td>
</tr>
<tr>
<td>To enter into a contract with potential distributors, hold a conference in Moscow, inviting all companies that expressed their interest in cooperating.</td>
</tr>
</tbody>
</table>
So Where to Go From Here?

This paper merely touches the surface of the B2B marketing and large B2B sales in Russia. If you need help promoting your business in Russia, consider RMAA Group. We offer the following services to help you:

- **Full B2B Marketing Solutions in Russia and CIS region**: B2B Lead generation, digital marketing, and sales nurturing. We handle everything from developing marketing strategy to b2b data sourcing, event management and direct marketing that fits your specific needs. For more information contact RMAA Group team via e-mail: office@russia-promo.com

- Be sure to check out RMAA Group’s blog for the latest information on the Russian marketing trends. See www.russia-promo.com/blog

- **Newsletter about “B2B marketing strategies for large sales in Russia”** is a free publication with more than 5,000 subscribers. To subscribe, visit: russia-promo.com/b2b_large_sales_Russia

**How to Reach Us:** If you want to contact Vadim Tylik directly, he can be reached via e-mail at: vadim@russia-promo.com

or connect Vadim on LinkedIn: http://www.linkedin.com/in/vadimtylik

No part of this document may be distributed, reproduced or posted without the express written permission of RMAA Group

About the Company:

About the Company: RMAA Group is an independent full service Advertising and Marketing agency. A major part of our business is providing B2B marketing solutions for international companies operating in Russia and CIS region.

RMAA Group builds effective ROI-based marketing campaigns that help B2B organizations achieve core business objectives. We help business attract buyers and nurture them through the marketing to sales funnel.

About the author:

About the Author: Vadim Tylik – Russian entrepreneur, founder and president of the RMAA Group – Russian full service marketing and advertising agency.

Vadim helps foreign companies operating in B2B, to develop and implement marketing strategies to enter the Russian market. With more than nine years of experience in the advertising industry and marketing, Vadim has worked with dozens of medium-sized and big businesses, the most famous of which are – Merkle (USA), Wolters Kluwer Financial Services (United Kingdom), and Dong Feng Motor Corporation (China).