**Features of PR communications in the b2b field**

The article discusses the importance of PR communications for business development, as well as the main features and strategies that help companies effectively interact with other businesses. The study also provides the example of the successful use of PR tools in the B2B sector.

*Keywords*: promotion, b2b, pr, communication

After identifying the need to use PR tools for business promotion, entrepreneurs face a shortage of specialized professionals with a B2B focus. The market adapts university graduates for the B2C sector, instilling skills and developing strategies relevant to this segment. When hiring PR specialists, companies oriented towards businesses, rather than individual consumers, face the need to retrain their employees.

The fundamental difference between the B2B and B2C segments lies in the path to the customer. "First, you need to sell your company, and then your services," says Igor Mann in "Sales Channels" [3]. In the case of B2B, the decision-making chain is shorter. In B2C, purchasing decisions are driven by emotions, while business owners rely on rationality.

Products and services in the B2B sector have higher margins and longer sales cycles. Purchasing decisions in the B2B segment are not made spontaneously, as the finances of the company are at stake. Therefore, customers carefully select suppliers, and information is required to make a decision. It is here that strategic PR can influence the purchasing decision.

According to a report by Cision [2], "earned" media coverage generates more trust among the audience than other forms of content. Publications achieved through strategic PR activities provide significant sales support, as they generate more trust among potential customers compared to advertising and other forms of paid content.

For B2B brands and their customers, expertise is important. A developed PR strategy helps a brand grow through the experience and professional knowledge of the company's experts. Participation in industry events where colleagues, partners, and potential customers gather, as well as the publication of expert materials in media outlets, allows the brand to stand out and establish itself as a professional in the market.

A study conducted by Harvard Business Review [1] points out the influence of the young, digital generation on the purchasing sphere in the B2B segment. Young professionals are revolutionizing the procurement sector in the business space. Studies show that over 70% of young professionals actively participate in the decision-making process regarding purchases and services in their companies. The key moment is that they completely change the habits of companies in researching and selecting suppliers. They see the need to rely not only on information provided by sales representatives but also to consult with colleagues and seek feedback about suppliers. Beyond price and quality, they are interested in a supplier's brand values, social responsibility, and corporate culture. For the younger generation, it is crucial which brand serves as their supplier and how well it aligns with their values. Here, the brand's communication strategy plays a key role, allowing the brand to convey information about its values, responsibilities to employees and partners, as well as brand goals that go beyond simply sales and profits. The young generation craves authenticity and a sense of connection to the brand's values, and only proper communication can win their hearts and preferences.

A commendable example of PR implementation in the B2B segment is the Russian training agency "Master-Klass" [4], which provides additional education services for corporate employees. The agency has been on the market for over 20 years and has earned a reputation as a reliable partner among leading Russian companies. The agency has its own website, which features daily relevant news, actively manages social media accounts, organizes events for clients, participates in industry exhibitions, conferences, and other events. Through social media and the company's website, customers can visually familiarize themselves with the services through photos and video content, read reviews, and obtain information about the services offered. Additionally, the agency is published in the RBK publication, which, as mentioned earlier, generates trust among potential clients.

In conclusion, it is important to emphasize once again the significance of PR in B2B communications. Despite the longer and more labor-intensive process of promoting services for businesses, these investments pay off in the long run. A well-executed PR strategy builds customer loyalty and trust, helping them navigate the lengthy decision-making process and ultimately make a purchase.

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