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Business Models: B2B, B2C, B2P

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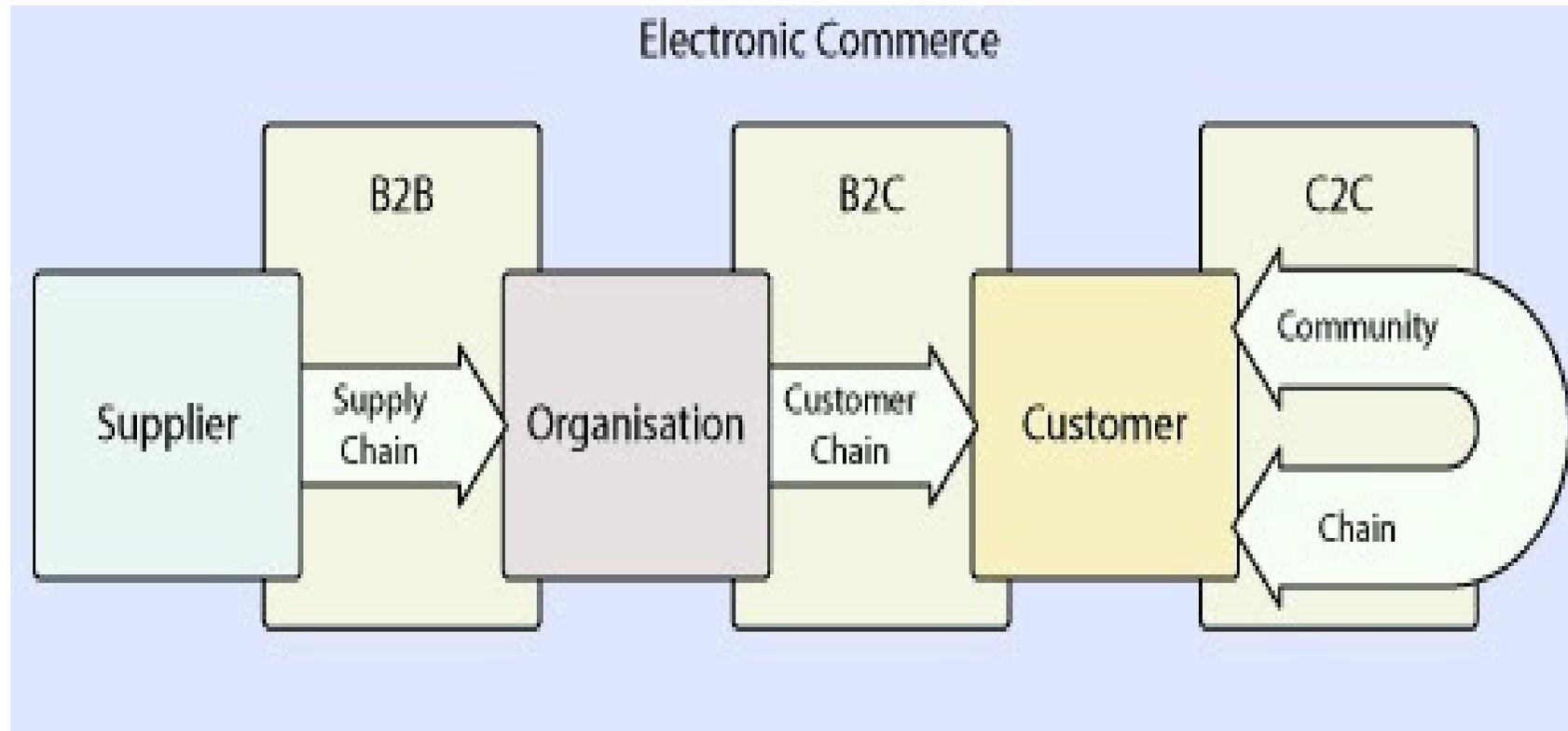
Definition: B2B, B2C, B2P Marketing

- B2B marketing often employs detailed and analytic presentations about value propositions and return on investment
- B2C marketing often uses emotion-driven, catchy, impulse-based advertising to appeal to people's desires
- Business -to-people (B2P) marketing takes note of such unique individuals, who will never be described in the market segmentation of an everyday B2C campaign
 - Those who engage in B2P marketing approach their business customers not as mere organizations, but as individual people with unique wants, expectations, and tastes.

Keys to B2P Marketing Success

- Continuously Offer Content of Value
 - Produce ongoing content for your website(s) : those with whom we communicate will find *real* value if we primarily educate and inform them
- Have a Clear Brand Voice
 - Crafting content as if you were writing personally might help your messages sound more genuine
 - Create a channel for customer suggestions and activity
- Engage in Ongoing Customer Dialogue
 - Social offers a two-way dialogue, complete with the ability to see, comment, re-tweet...positively and negatively
 - Leverage social media
- Provide Support that Helps End Users
 - Discover and answer the questions that customers have about your product, services, and website - businesses don't call your customer support, people do

Forms of e-commerce



B2B & Customer Experience



What Do B2B Customers Want To Know?

If your customer is asking:	What's my problem?	How do I fix my problem?	Are you right for me?
They want:	Education & Thought Leadership	Solutions & Product Suitability	Credentials & Decision Support
What to share with them:	<ul style="list-style-type: none">• Trends• Benchmarks• Analyst coverage• 101 Education• How to guides• How other people are solving this?	<ul style="list-style-type: none">• What is the solution & how does it work?• Solution comparisons• Pitfall analysis• Readiness & suitability assessments• How do I choose a vendor?	<ul style="list-style-type: none">• Pricing• Bench strength demonstration• Case studies• ROI/TCO• How to buy• Working with us



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B2B vs B2C Marketing

B2B Marketing	B2C Marketing
<ul style="list-style-type: none">✓ Relationship driven✓ Maximize the value of the relationship✓ Small, focused target market✓ Multi-step buying process, longer sales cycle✓ Brand identity created on personal relationship✓ Educational and awareness building activities✓ Rational buying decision based on business value	<ul style="list-style-type: none">✓ Product driven✓ Maximize the value of the transaction✓ Large target market✓ Single step buying process, shorter sales cycle✓ Brand identity created through repetition and imagery✓ Merchandising and point of purchase activities✓ Emotional buying decision based on status, desire, or price



6 Ways to Speed Up a B2B Sales Process softconsulting

Accelerate the B2B Buying Process

Break the deal up	Starter offerings and smaller deployments are easier to digest
Simplify Pricing	Too many options will slow down a deal. Help prospects understand what they need
Teach them How to Buy	Help prospects understand what they need with buyers/feature guides, eval. templates
Get Folks Involved Early	If there are multiple decision makers, get them on board early to avoid roadblocks
Look for Hidden Friction	Understand the stages in the buying process and look for sticking points
Try Time-Limited Offers	Offer additional value in the form of training or services to folks that close fast

Fundamental differences: B2C vs. B2B



B2C	B2B
Single decision-maker	Group decision making
Individual possible objections	Multiple possible objections
Influence the person, close the sale	Influence the person, and they become an advocate internally
Influenced by emotional arguments	Influenced mainly by rational arguments
Funds easily available	Investment proposal process
A single face-to-face contact may lead to purchase	Purchase process is complex and usually requires several meetings, often involving groups of people from both sides
100% E Commerce is feasible	Usually face to face is required
Sheer size of audience necessitates ATL	Generally smaller audiences

Types of sales promotion B2C vs. B2B



Consumer Sales Promotions	Business-to-Business Sales Promotions
Coupons	Trade shows and conventions
Sweepstakes or contests	Sales contests
Premiums	Trade and advertising allowances
Rebates	Product demonstrations
Samples	Training
Loyalty programs	Free merchandise
Point-of-purchase displays	Push money

How To: Marketing Segmentation



CRITERIA FOR SEGMENTATION: PSYCHOGRAPHIC

B2B	B2C
Resistance to Change	Brand preferences
Diversification oriented	Price sensitivity
Open minded/rigid	Conservative/Liberal
Decision making process	Enviro-friendly
Early adopter/follower	Hobbies
Growth oriented/static	Lifestyle
Technology sophistication	Information sources
Professionalism	Service preferences
Require referrals	Buy based on trends
Awareness of competitors	Spontaneity
Risk aversion	Influenced by peers
Loyalty	Relationship importance
Market/Product Focus	

Zaključak

CRITERIA FOR SEGMENTATION: BEHAVIORAL

B2B	B2C
Website visits	Purchase history
Responses to marketing	Where they shop
Purchasing methods	Type of store preference
Association memberships	Association memberships
Internet usage	Internet usage
Social media groups	Impulsiveness
Collateral views/downloads	

Izvor:

- <http://www.emailmonday.com/unlocking-the-full-potential-of-b2b-emailmarketing>
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Hvala na ukazanom povjerenju !

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