**NEW MARKETING B2B AND ITS PERSPECTIVES**

THE NEW MARKETING B2B: WHAT IS IT? THE DIFFERENCES BETWEEN MARKETING B2B AND B2C AND

STRATEGIES FOR SUCCESS

**The Marketing B2B or Marketing Business to Business focuses on helping companies who sell to other companies in informing on their products and services, attract more clients and finally sell more.**

The statement of many people who take as relevant to whom they sell their products or services and say that both Marketing B2B and B2C (business to consumer) do not exist, except for Marketing B2H (business to human), is only partly accepted as statement, and not fully accepted.

Because, actually in both cases, selling to a person, who does not have the same behaviour, when he/she sells in his/her private life, as when he/she (hence seller) on behalf of his/her company, that presents as brand, and difference lays at this point as key, for total success or total failure of his/her marketing strategies.

A person has a different behaviour when he/she sells on his own account, and applying his own selling strategies, in a way that meets his/her personal goals than when he/she sells as representative of his company, thus on behalf of his company where he/she works, that presents as brand company, selling on name of this brand, and follows strategies and specifications of sales ordered and dictated to him/her from Company to him/her, which he/she is obliged to follow.

Following this, we are going to see and check as well as analyze these differences, and how we are able to understand that your marketing B2B works.

For example a Dealer of a Company of Cosmetics who sells in system B2H, thus directly to humans, as clients, and at this point it contains elements also from B2C, seller of MLM Marketing, will choose products he/she wants to sell, by distributing the relative monthly magazine to them to choose, or he/she’ll select best products possible, those who in ‘this X month’ are sold in discount, or he/she’ll create a packet of up-sell to suggest clients, humans in this case, either they are recurrent clients (here doing with B2C) or non recurrent ones, (here B2H prevailing), thus planning his own Marketing strategies in this case, and if he/she has special capacity, he/she’ll make more recurrent clients, (here having a synthesis of both B2C and B2H)..The same person, upon working in a shop of Cosmetics in live market, thus in a shop, he/she’ll have to apply tactics and strategies, he/she’s been taught/trained to apply, by following all orders given to him/her from Company. The way, he/she’ll approach and/or talk to clients of shop will be slightly or much more different than the way he/she’s used to approach them as single but independent dealer, always depending on Policy of Company. >>

**DEFINITION OF MARKETING BUSINESS TO BUSINESS**

According to American Marketing Association (AMA), the technology of marketing is the activity, joint institutes and processes to create, communicate, deliver and exchange offers that have value for consumers, clients, partners and company in general.

Thus, ***marketing business to business (B2B)*** would be in charge of creation, deliver and transfer value of a specific product or service to another business as client, not just to an end user.

And this change to end user/consumer, defines totally the type of strategy, language and actions that will be applied, thus work.

DIFFERENCE BETWEEN MARKETING B2B AND B2C

A company B2B sells products or services to other companies, and this can change radically the type of strategies and problems which these companies face.

The difference between marketing B2B and marketing B2C is the same as between need and want.

An end consumer wants to buy products and services of a company but (incl. exceptions) he/she does not need them in order to live.They are things he/she wants that can raise his/her emotions and dreams to buy the, Generally, he/she wants, they are products of lower cost than those of B2B, where process of purchase is quicker and requires less interactions.

For products of need, marketing is generally more simple, as interaction with client is easier and more quick, being actually a transaction, not always an interaction at first place. Products of this type are designed with sophistication, and company X wants to offer actually good quality of medium or higher cost, just to be ahead of its competitors. For this kind of products company, should first be able to bear the cost of production, usually selling to whole-sellers. This type of products, corresponding to B2B, need to meet true needs of clients, and in view of functional cost say of car fabricant, cost can be any. Let’s not forget, that buyer pays for what he/she buys always, in terms of quality. Thus products of needs, related to B2B are produced by less companies, have a more limited range of design, materials of quality, and should be ‘extremely’ competitive.

While the other type of products, those corresponding to B2C, for ex. company of cosmetics, that meet wishes of women for instance, can be of more vast variety, usually impressive, sold in quantities, and for being competitive, they need to have properties that raise internal wish, and be ‘promising to fulfill dreams’. Thus generally this kind of products, can be of lower cost, and in terms of design of marketing they should be able to ‘convert need to wish’ in the eyes of end buyer from this term.(ends here)

Translation again-Pls note I’ll be deleting these notes in next file, put new notes again in each part sent and so on..)

In turn, **a company only buys what it needs to survive as business, grow and save cost** and these decisions are made after thought, as failure to choose a provider can cause a big loss of money for company and lose also client who bought.

It’s for this reason that**main work of marketing B2B is reduce possible risk and earn trust of client.**

But it’s not all bad news. It’s true that in marketingB2B sales are very slow and of high cost, but on the other side, products and services are more expensive and in view of LTV (value of life of client) of much higher cost in sales for consumers. Namely, if you are a good player, you can keep a client for ever, as companies are prompt to change provider due possible risks. (Mine); the difference with B2C is that in this second case, first, dream of seller is to gain as more potential clients as possible, actually turn potential clients to recurrent clients, by ‘promising through their products or services to fulfill their dreams, thus turn their needs, to say again to wish, and then fulfill ‘the wish’ as dream.

See below picture (in Spanish):

10 DIFFERENCES BETWEEN MARKETING B2B AND B2C:

1)B2B 2)B2C

They sell products and services to They sell products and services to

Companies/business private clients

2) They make sales of high scale 2) They sell for one’s own use

3) They seek efficiency 3) They seek promotion and entertainment

4)They want to be educated 4) They want to enjoy and be happy for their purchase

5) They want to meet specific needs 5)They want to meet general needs

6) They are based on long term relationships 6) They are based on short term relationships

7) Decisions pass through specific levels 7) They make decisions based on feelings

8) Few clients and more sales 8)Many clients and less sales

9) They focus on reason and features 9) They focus on wishes and benefits

10) They try to reach long term goals 10) They want quick and direct results

More analytically: (Mine..)

1. a)B2B Marketing: Companies sell to business, thus other companies: Thus big companies can undertake in this case, either tangible products, say, whole-sale companies provide tangible (non digital) products to retail companies; this can be anything, namely food products,(catering) cosmetics, industries of clothes etc.

b) B2C companies sell to private clients, this can be also industries for ex. –mentioning again-, cosmetics, based on system of MLM marketing, through local dealers.

What’s possible issues then? Functional cost and cost of maintenance, as well as more taxes are of totally higher expensive, plus having to pay salaries or wages to workers, employees. Then B2B must always make a pre-budget every year, but also budget based on active and not passive income, etc.-While category B2C, should almost always make a budget or pre-budget ‘’ad hoc’’, this meaning, they have to follow their accounting, based on more short term revenues and expenses, and update their balance sheet almost on daily basis, the difference between B2B and B2C business, is for first ones, accounting sheet that estimates a general more long term plan, in which they also include yearly taxes, and second ones a more say so specific budget, and the term used here is ‘’budget of calculation and not just estimation, short term plan and marketing strategies..and also cost for whole-sale companies, is usually more predictable, as well as revenues, since they already have a list to whom they’ll provide as standard clients; cost of B2C companies is more unpredictable, as they have and seek for permanent customers and obviously seek recurrent customers. Other relative feature is that marketing strategies of first case, are more concentrative, thus use marketing on more central basis, and B2C companies marketing strategies is often more split. (for ex. cosmetics based on regional dealers). On basis of all this, ‘’handling of risk’’ is more frequent for second case, and relative plans of marketing, thus how they’ll make their products more attractive for sale, for ex. labeling, advertisement, and in first case, al this is more restricted, included ‘handling of risks’. Just based on their active, but more often being able to ‘save funds in advance for such risks’, thus use part of net revenues as active to spend or invest in other companies, Stock Exchange for S.A companies usually. In B2C retail companies, marketing may have more options, to which they adapt policies of sales, regularly, or at least more regularly than B2B companies, due variation of net revenues each time and for each single case. To conclude here, obviously, the amount between gross and net revenues is always higher in B2B enterprises, while this difference is smaller in retail business. In both cases, handling risk is a must for both types of companies, this or the other way..in retail companies, handling risks may apply more in second case than first case, depending of course on exact time of company in this case. (this part ‘mine’ ends here for now..)

(This, today mine, 2 Oct ..)

2a) B2B and B2C (‘’They make sales of high scale, and B2C ‘’They sell for one’s own use’’…)

Yes, for example industries of clothes, have usually agreement with retail shops of clothes, to whom they’;; provide in masses, unless else defined in their contract, thus they have to make definitely a pre-budget of functional cost provided to produce these masses and quantities, relative expenses for ex. of packing, labeling, shipping cost, as well as budget of accessories required if so, and relative taxes too. Thus they’ll have to update their balance sheet either at fixed dates, but also update it regularly, for any cost anticipated, salary or wage of workers and employees, and also estimate revenues and expenses, or relative cost this way. Thus, they have to make always of pre-plan, of all this, along to what is in fashion ‘’currently’’, be informed on production of their competitors and act respectively. THUS, this is mostly standard, to well established companies of this type, with the relative changes, any time if so, respectively.

Now the B2C companies, have to sell for one’s own use, thus be able to pre-pay for provisions of any quantities with whole-sale providers (companies of previous type, namely B2B), they have to pre-calculate risk undertaken from retail sales, as it’s defined in agreement with these B2B companies, but also as them, see what ‘makes sales’ each time, what is preferred in market, and calculate also possible but not standard general revenues as B2B companies, but predicted, thus guesses revenues, on a more specific plan, on which, also they have to calculate not functional cost, but cost of whole sale, pay of employees, include any damage possible from major force, until shipping and reception from provider is concluded, THUS THEY can make more short term plan and budget, than B2B, who as already said, can make more long term plans and implement strategies of marketing more generally. The B2C have always to make changes and apply policies of retail sales, on more specific terms and based as said, on short term plans, then calculate their active and update it more specifically, seeing *each time and day revenues*, on which also their short term plan will be updated or changed accordingly. In these terms they must be ready to face any risk, for loss, or sales every day, as customers are not standard, while there can be variation on net revenues every day thus vary from day to day, and define their agreement with whole sale providers, thus their providers B2B in this case, to face ‘’losses from unsold stock’’ etc. and do the necessary changes in their sales policy respectively, as they are totally subject to the ‘’air of market on daily or monthly basis, and variations also in sales, positively or negatively, and for doing this, how, thus design *know how* to be able to stay ahead of their competitors, thus their marketing policies, such as advertisement, may have to be redetermined regularly.

3a) B2B : They seek efficiency 3b) They seek promotion and maintenance

The matter of efficiency in B2B companies, thus companies of mass production and original fabrication-whole sales to B2C, smaller retail companies, can be placed and meant in many ways: When in Finance and Economy we say efficiency, this means that production of companies of first type must meet criteria of efficiency of producing, original company, as well as financial efficiency of B2C companies in retail sales. THUS PRODUCTS must meet requirements and specifications ‘promised’ by whole-sale/fabrication company, of companies of retail sale, thus, there must be a steady flow of sales of B2C to clients for one’s use; this means that sales of B2C in regard to ‘promotion and maintenance’ must meet needs of end clients, so that ‘steady flow of sales’ is ensured from B2C companies, this always depending on efficiency of B2B companies. Thus, a steady number of clients on daily and monthly, hence yearly basis should be ensured, for B2C, thus ensuring potential clients of B2B companies, and also steady number of recurrent clients in these terms, that raise interest to even more clients, in regard to fame of quality products of B2C companies, but also in regard to efficiency of B2B, who surely want and desire to expand their business and their net of whole-sales, hence retail sales. THIS INVOLVES the axe: production-quality-maintenance-fame-expansion, in terms of ‘efficiency’ in one case and ‘promotion-maintenance’ in second case, in order to further cover needs of end clients, for entertainment, and become final, as final goal, necessary products to always use, thus meeting goals of both B2B and B2C companies as described above..(This par. mine..)



3a) B2B: They want to be educated 4b) B2C: They want to be happy for their purchase

This is another principle, parameter of client approach and sales: Thus, B2B companies, should always select their stuff, either tangible or intangible (digital) services they offer, always implmenting relative marketing strategies, by hiring experts and educated stuff, and wanting also this spirit to apply in all other workers, thus with relative training for further education, experts with relative experience to diffuse their spirit on marketing to market, become well known for their services and further expand their business: If they sell goods, they’ll carefully calculate functional cost and raw materials implemented, in order to become brand in the future with relative sales.

Now the side of B2C : Let’s state an example here directly to explain better and more clearly: A Company of cosmetics who sells either in shops or through dealers, with policy of MLM (Multi-level Marketing), thus hiring stuff in both cases that is dynamic, and persuasive, know how to invent and implement innovation strategies in sales, and principles for approaching clients, to expand their net of retail sales, with always satisfied customers, who will want to buy and buy again, in order to become recurrent clients, trying also to find and gain potentially more customers, who will leave with a good impression in their mind, even if for some reasons they don’t want to buy again from this same company, but they’ll diffuse in their way a good impression outside, thus contributing indirectly to acquisition of more clients in the future potentially. They thus do no seek for specially for educated workers for their company, but clever and active ones, those who express vision and goals of mother company practically in an efficient way. Of course they’ll traon good workers and dealers, actually the best ones of them, to receive even more training, to make more sales, and be ruled by such abilities in marketing, so that clients won’t quit company easily, having the concept in mind that ‘they’ve found what they looked for, and their mere desires become need for them..

4a) B2B They want to meet specific needs 5b) They want to meet basic needs

Here the relationship and interrelation of both B2B and B2C can be presented and meant as a tree: For ex. a tree has roots, and cannot grow without them. But a tree also have trunch, branches and leaves and cannot be meant else too. But where true existence and substance of trees start? Indeeed it starts from roots: Thus root being the base of tree, without which it cannot exist or meant.

Then here also, B2C companies, thus retail companies, who sell in shops, or at rergional level through dealers on basis of MLM Marketing, want to cover basic needs: For ex. basic cosmetics, like soap, showe-gels, shampoos, are all basic needs, as well as some kinds and categories of clothes are all represented by B2C who aim to cover basic human, thus daily human needs, that constitute necessity for clients. Thus for ex. two different companies of B2C type, can be from same whole sale companies, B2B in this case, who want to cover specific needs, and are oriented to specific, thus special categories of products, with the best possible materials, that determine in turn functional cost, the range of retail (B2C) companies to whom they’ll sell, at specific prices, by wanting to cover ‘the so called specific needs’ by offering products of specific, thus relative properties. Their selling price is often defined from rate of inflation, thus, at a period of inflation, a bigger B2B company will sell at higher price, but lower than other companies who produce products of same category, to sell more, if this company is already well established, thus possibly become ‘brand’ and if it sells at bit lower price, it will obviously sell more, as the relative retail company who buys may buy more amounts/quantities of same products. All this mechanism defines range and amount of revenues and net earnings.

On the other side, B2C companies, tries to offer products of quality of course, but it usually aims at selling quantities, to more clients as possible, and make more recurrent clients, trying through advertising and/or labeling to convince client, that product X, being a basic one, for daily basic use for ex. and covering basic needs, it will try, also by all its marketing strategies, incl. mainly advertising and labeling, to make sound to clients, that by buying product X, he/she covering basic needs, this same product also covers whole range of his/her specific needs, as properties of products entail both. Thus these companies, will select carefully whole-sale companies, and those who may sell lower if for ex they are newly established companies, to pay less and then define price on basis of all other parameters of sales. They’d often buy less quantities of more expernsive products from B2B companies, if they are newly established ones, as test of market, thus, making an a sales budget approximately, to approach as many customers as possible, and throughout this procedure, make more recurrent clients. If they are wise, they’ll buy first small quantities, accordingly, of more product categories, of lower or just normal prices to further determine their marketing policies as a whole and by making a pre-plan of short term revenues; whereas difference with B2B corresponding companies, who make plans of –pre-budget in their whole-sales of longer term goals, and not like B2C companies who make ‘pre-plan of budget of short term goals usually. Thus, while range of products of first B2B ones is usually less vast, B2C companies have more vast range of products of course in fewer or much fewer quantities of products, to which also servicing and ways of servicing can be added. For ex. at times of inflation, they’ll slightly raise prices of products, mainly of good products, while they’ll raise a bit more, but not much prices of brand products. These policies applies to companies, for ex. who sell cosmetics, as covering basic needs, but not all of them; they’ll focus on those who are more or mostly in demand, and they’ll even use, their products of stock, in times of inflation…etc

5a) B2B They are based on long term relationships 6b) They are based on short term relationships

Yes indeed: Both above apply: Thus B2B by involving in mass production and through whole-sales they try to build steady and constant long term, thus lasting relationships with business companies to whom they sell, by always trying to improve quality and adjust their prices accordingly, by using basically advertising as primary Marketing policies, and those B2B companies that are new established, spend most of their capital, actually ‘active’ in improving their marketing and sales policies and strategies, by trying to shape and configure them steadily, by making the relative changes in the meantime in order to become brands, after gaining fame first as new companies, and those who are most serious ones, try to implement steady strategies to ‘’protect’’and ‘enhance this fame, and finally win the game. Their main ‘game in the field of business as players is gain: thus, make interelations as mucn as possible, make long term budgets in order to ‘gain’ their first clients, try always at first stage of their business new experts of relative expertise by changing and replacing them at times, and more times per while. In order to meet their goals at first stage they test all advertising policies by spending much first, then more wisely, and always want to learn new things in order to integrate them in their present and future strategies.

B2C : This type of companies, can follow by far all above strategies and policies, but within short term projects. Being always and also interested in their earnings, they make pre-budget in order to make short term revenues but in a more or more secure ways. Thus, they make openings more slowly, spend less in advertising and replace a live piece/part of their business by network, thus using web to save money and gain time, and being equally wise in advertising like B2C, they try to be equally impressive in their services and effective, online but also in their live shops, where they offer their services, by spending the first stage of their career ‘less for more’. Thus they try to align quantity and quality, being actually interested in gaining more customers, or potentially recurrent customers, and they won’t mind much if they lose a customers, seeking just to replace him/her; they thus focus on manners of staff, servicing, and implement relative marketing strategies for this, trying to raise number of customers, within a more wise and sophisticated structure of function, and staff training and competencies, also using advertising in a testing way, to meet short term goals, and after result of this ‘short term goal time frame’ they are likely to redetermine their financial strategies and marketing policies, by changing or implementing further brand names whom they represent, and by trying to show this by many ways, to get established as ‘small brands in their region’ and always renewing the repertory of products, by focusing in the way it’s presented such as labeling and how they’ll gain fame and become more known, and of course those who have sufficient revenues, will spend part of their funds as capital to buy new products and sell them at competitive prices and affordable ones for customers.

6a) In B2B companies decisions pass through specific plans –In B2C companies decisions pass through feelings

Thus, when we say that in B2B companies, decisions pass through specific decisions, we mean that this kind of companies make a pre-budget based on plans on basis of always dominating and ruling situation and state of market of each season, time period and era. They monitor the monetary situation of each era, and they follow dominating tendencies and international state of marketing at global level each time. They thus decide, what to produce, if not wholesalers, how much quantity to produce from each product, and what combinations of products to make, by deciding also on what instructions to give to B2C companies on retail prices (-es) by planing on prices of of whole sales, which retail companies they’ll address to, how much to sell per period, by making this budget preplan on their previous revenues and central balance sheets-usually the best one of thems, say the most dominant and strong players of market game, plan to detail..by calculating production and functional cost all together. They thus organize frequent meetings and sessions, through administrative councils, during which they make highest important decisions.

7b) While B2C companies, those whose sales are based on retail sales, plan their marketing strategies on basis of feelings, thus many of them want to sell products, by concentrating them from most and best whole-sellers possible; they want to have a more personal relationship with customers, by ‘touching’, thus developing their feelings toward products; in this term, they place interest in advertising, kind and quality of it, ‘ad hoc’, thus central services in shop, by developing this specific feelings and relationship, through a well trained staff, with good manners; they are also interested in things, such as labelling, appearance of products in shop windows, pamphlet advertising and home distribution through distributors. Their marketing strategy-this also applies in B2B companies-is mostly based on how, they’ll raise interest of client, through also hall of fame and even more how client will love product, by making his/her needs, specific needs, and even more wishes.

8a) B2B Few Clients and More Sales 8b) B2C Many Clients and Less Sales

8a) Actually the structure of B2B companies, incl. whole-sellers, is that of fewer kinds of products of production, to less clients, and focuses on ‘careful selection’. Whole-sellers for ex. will examine well, in advance from which fabricant to buy, and if they are producers themselves, their market orientation is to fewer kinds of products and more quality. They’ll focus on needs of people, as buyers, planing their marketing strategies upon quality of product, and the approach and impact it has on needs of a more vast target clients. Thus they’ll choose carefully, material of product by addressing themselves to more companies with mass sales, fewer clients as they are eclectic, while the range of their target clients is therefore and objectively less vast, with more mass sales, from which (sales) but this way they’ll cover by far ‘gap’ of clients by selling more at higher prices than shops of retail sales. The system of revenues who focus of quality of products gets higher gradually but steadily this way. Thus, after a certain point, they can plan their accounting bills, of functional cost and cost of production in a more predictable way, and many of them can easily manage this, ensuring thus the good hall of fame of their brand. They invest and reinvest this way, in more security, and they’ll manage their inflows and outflows, within a certain system throughout their pre-budget of plan by gradually also exceeding net revenues above 30%, net revenues in regard to total cost. Their extra costs will never undermine hall of fame, and usually after some time of success, these will be predictable and affordable too. They also focus on quality and transparency of cooperation, between them and clients to whom they directly sell.

8b) B2C companies: With this type of companies, we have the opposite: Since they are retail sellers, the final price per product brings much less revenues per end-client, plus their functional cost, payment of employees, advertisement, further service and appearance of products are they key factors that bring revenues, thus selling to more end clients, but at much lower prices as retail sellers. Focusing with their strategies to find more and more clients, that will come to their shop to buy once at a time, or once a while, they aim at gaining more and more potential customers/clients, and make many of them recurrent clients. They’ll sell more but due to higher functional cost they earn less. But also, this is the key of their success: Double or triple etc. their number of clients, and multiply this way their net revenues, implementing new strategies of advertisement, but also they can ensure a certain number of recurrent clients those who work well and are well organized. This kind of companies focus on details, of the practical part of their sales policies. While say productive cost can be up to 30% for companies B2B, B2C have an even more functional cost proportinally, reaching up to 40% respectively. But this difference of 10%, is translated to up 30% of functional cost for B2B companies, and up to 40-45% for B2C companies. Viewed that the first category sell to retail shops with difference of up to 30% net revenues due higher prices, this percentage is translated to up to 20-25% less revenues for retail companies, on total gross production, based on prices of products to end clients. Thus B2B companies finally earn up to 15% more than B2C ones, if we balance and calculate everything. And this percentage refers to products of higher sales prices on side of B2C than those of B2B, thus difference is already at least 10% of net revenues on prices at least 15% more for first ones and less for second ones, on total number of sales items and relative prices on side of both kinds of companies respectively.



9a) B2B Companies They focus on reasons and features 9b) B2C Companies B2C They focus on wishes and benefits

This type of Companies B2B always want and seek to find reasons for selling in regard to features of products and thus the general and specific criteria of why they choose Company A or B as partner, by trying to justify their products of sales in regard to features, thus find the reasons of how they design a product to sell in regard to its features. And all they do is to deploy their marketing strategies and everything related to it, thus their annual budget of sales in regard to quality and defining quantities in advance, to whom, how many items and in what price they’ll sell, based on budget of pre-plan, and defining as well as seizing production cost to be less than functional cost in order to ensure revenues.

9b) B2C Companies : They focus on wishes and benefits By showing off features of products through advertising, and with a well trained staff in shops of retail sales, they want to focus on wishes of clients and how their sales policy and marketing strategy could turn these wishes to needs and this is actually the plan they make in order to make more clients and how through this process and by turning wishes to needs, they could obtain more recurrent clients, and thus create a plan of short term benefits in terms of revenues for them, that actually come from benefits of clients who buy from them that these would recognize for products and why they choose shop A and not B for same products in regard to benefits for them, covering their needs better through company A than company B as personal benefit that comes from relation of personal wish turned to need for them. Thus companies B2B in this case focus on specific criteria coming from features of products and organizing their marketing policy in a more strict short term way, than vast long term way, thus based more on specific criteria, that is what will attract best a client to buy from company A than company B avoiding to generalize their marketing policy, and base it on specific criteria, thus also appearance of product in regard to its quality and thus little by little develop personal relationship with recurrent clients and their strategies on how to keep them for future and make more sales to them, focusing on personal service and specific feature of products.

10a) Companies B2B They want to reach long term goals 10b) Companies B2C: They want direct results

Yes, as above this is true: Thus B2B companies make long term pre-plan of budget, by calculating cost risk in the long run: especially those who are older and established companies want to see first long term results in first place, in order to find further their way and marketing orientation: They address first to robust markets and want to sell to companies and clients generally with some kind of perspective: that’s why they are a bit slow in organizing their long term budget; they seize production and functional cost and the best ones of them act wisely when they choose their partners to whom they sell: First of all, they think much before defining cost of sales, how many items, thus quantity they’ll sell for ex. To each whole-seller, and waiting to see results, they prepare for other companies at the same time, this being mainly a feature of multinational companies: Their marketing strategies are almost always seriously planned, and usually they don’t hurry too much: In order to achieve long term goals, they are mainly interested in quality of product that they define, each time with tendency of dominating market generally; within this frame, they calculate first production cost in regard and compared to functional cost; Other factors such as inflation, or periods of recession, make them to wisely and slowly raise or lower prices of sold products, while they can leave easily clients and partners if they don’t meet their criteria or stop doing so, in the long run. Thus, in brief: They ‘’seize four and they do one-two’’, wanting to protect themselves from possible damage, than just try to restore it..They love changes to an extent, while their policies can remain the same, if they meet at least, 50-60% of goals set in advance within above procedures, in shorter run.. But they don’t usually risk much, especially if they are already brands. The most conservative of them, prefer remain a good company, with good hall of fame in the market, and steadily. While others that are more developed are interested after a time point of success and pursue to be brand, by doing all above efforts gradually..

10b) B2C They want to see direct results..thus B2C companies try to make as many sales as possible, based on official price of sales of each products. Having made their pre-planned budget, and buying from whole-sellers, retail sales companies, either selling in shops or at regional level through dealers, try to raise their revenues from net income of retail sales, actually many of them seeking to make even circumstantial sales of non recurrent clients, at least once, by trying of course to make as many potential clients at least once as buyers, and also at the same time trying to convert these clients to recurrent ones. Many of them have to adjust their prices in periods of either recession or inflation accordingly. They profit from such time periods to raise their revenues by lowering prices, while they readapt their whole sales policies in periods of inflation. There’s always time frame and practical possibilities for all these companies to grow their net revenues, by changing their total marketing policies, invent new ways to sell, thus make innovations, that take place either in policies of ‘’up-selling’’, or finding new wholesale companies, (B2B) to buy at cheaper prices in order to grow their earnings by selling more products, to as many as more clients possible. Thus also, they can readapt shop policies, by hiring more experienced staff, take care of things like labeling, renew their ‘window samples’ etc. This kind of companies, actually do this mostly within frame of short term planning, by trying to get ‘established’ in market, mostly local market and gain a good hall of fame, that is actually true most of times.

(Now this part, translation from SP-EN directly..)

**Are Marketing B2B and Industrial Marketing the same thing?**

In its origin, Marketing B2B was created as industrial Marketing, as in the past it involved in attracting customers to companies that used to sell industrial products, namely raw materials that were necessary for fabrication of final product of sale to buyer.

However, it was soon found that this was the most strict definition, that makes marketing B2B an advising company that sells technical products to a company, a designer or a company that sells euro pallets

Hence the most common term actually to define both industrial marketing and business marketing is the English phrase *business to business* from company to company.

**THE NEW MARKETING B2B**

There is actually a figure that we read most often in newspapers and financial magazines: between 60-90% of decisions of sales of B2B companies are made online, much earlier that customer calls company by phone to ask for what he/she wants. This means that when a company-client decides that it needs a product or service, it will definitely look for it on Internet, and when this company decides to phone for this, it has already 2-3 providers that can help them.

**This simple fact has radically changes Marketing *business to business, because, now its buyer that has control over sale and not merchant. (seller).***

It’s been 20 years that work of a Company B2B was to support commercial department, but actually a most important part of process of sale (60-90%) is of responsibility of department of marketing.

(Translation of first few sentences from SP-EN, then my own written stuff, in creative way..)

**DIFFERENCE BETWEEN MARKETING B2B AND B2C**

A Company B2B sells products and services to other companies, and this fact changes radically the type of strategies and problems that these companies face.

The difference between B2B Marketing and B2C is actually difference between need and want (wish). While companies B2B sell products, being fabricants themselves or who-sellers to retail sellers in this case, the try to identify needs of people, thus, counting on this, they may raise prices, but also ensure and keep quality products. Their marketing strategies is that to ‘’convince’’ buyers,-thus companies to whom they sell tangible and/or intangible products (often digital products) that they really need to buy ‘’product’’ X, to sell it further through their sales channels, resellers and distributors. Thus they plan long term, as they’ve ensured in their sales ‘record’ that their products meet their needs, and worth to be bought and sold further as end clients will ‘’need’them, or definitely need them, covering their daily needs. For ex. Companies that are fabricants and whole-sellers of clothes for instance, won’t negotiate too much, as everybody ‘NEEDS’ clothes, just choosing their final sales clients, on basis of trustworthiness, and generally on basis of marketing strategies they follow themselves, thus be basically good payers, to them as ‘creditors’ and choose also those that are eager to but large quantities, thus seeking partners, that according to their standards and standard criteria are of height as company of them; they’ll rarely lower prices, to standard buyers, (companies who buy from them), but as we’ve said if they are established companies, thus brands, they may lower prices for some products, in a period of recession and won’t usually-as brands raise prices at a period of inflation- as they’ll ensure more revenues in periods of inflation, by selling more products at slightly lower prices. They behave to their buyers like ‘mother and daughter’ thus they seek and pursue, that needs of both buyer and seller (themselves) meet same needs, thus both meet needs of end clients.

On the other side B2C companies, work always as if it were a ‘’testing period’’ for them. From nature and type of these companies, mainly upon being retail ones, they always plan short term, making a pre-budget that wil be most spent on advertising, distribution of pamphlets locally, and this can also include email marketing, or spread the word locally through their dealers, if for ex. They work in this system, within a frame of MLM Marketing. For ex. some companies of Cosmetics, that despite being fabricants, they pass directly to retail sales, as per above system described, and they always have to face competition, that’s why they work this way. For ex. retail companies of cosmetics, working ‘’in-shop’’, will always focus of trained staff, with good manners and quality of services. They are not interested in making steady customers, but they mostly always focus on ‘’circumstance’’, and how they’ll make at least ‘one more client’, whom they’ll try to gain as potentially, stead, recurrent client. That’s why within short term planning, they are likely to do many changes in their program, services, marketing policies generally and advertising practice. Unlike most of B2B companies, B2C type of companies, try to focus upon wish of client, even at least once, what justifies description above; their selling emblem is :’’You want it, you wish it, you can buy it. This is the way, they face competition, thus their main focus is pricing. And while, B2B companies face on needs, these B2C type, face on interaction ‘’wish but need at the same time’’. Thus further :’’you want it, because you need product X, and you can buy it, because, ‘you have to buy it, besides wanting it’’. And this is the whole scope, on which they concentrate their efforts, turn first ‘wish to need’’, and then ‘need to wish’, in an interactive procedure. That’s why they’ll always have to present and therefore ‘suggest’ something new, on which mentality of their entire policies and efforts are based. Indeed most keen of them, try to connect these both meanings in one whole meaning. Connect need and wish, all together, and their plans are based on this already procedure of connection and interconnection, than being just an only interactive procedure. At this point they may exit short term from ‘testing period’ of their success, but always temporarily, as competition is high..Thus products they buy and whole sale companies from whom they buy ‘should, according them, incorporate both properties in only one, need +wish altogether, on which they also base their criteria of purchase, thus companies from whom they choose and prefer to purchase, in order to sell further as retailers.

**THE NEW START OF SALES AND MARKETING B2B**

IN THE PAST TODAY

MARKETING B2B KNOWLEDGE MARKETING B2B

INTEREST

CONSIDERATION

EVALUATION

SALES

1. MARKETING FOCUSED ON CLIENT

In the last few years we’ve seen how it’s gone in a market focused on product in a market focused on client. This change was very sudden in Marketing B2B (*Business to Business),* and more gradual for B2C Marketing (*Business to Consumer).*

In a market focused to product the most important is increase sales and reduce costs, this is to say that the whole strategy of companies was focused on improving products and quality so as to be more competitive in market and increase revenues.

But actually, due radical changes in workplace and way as well as means of work, included technology, sell and relate them in the last years, **we are hence in a market focused on client where the most important is know, who is your client you need and how to evaluate him in the best way possible. This means, that in order to obtain a client may be more expensive, but this system of B2B Marketing and companies represented by it, allows to increase your revenues and sell many times to same client(-s).**

This change implies that generic products do not work, and you have to create custom product for a certain/concrete category of clients. For this reason, nowadays, more than ever definition of a client as perfect one, your profile as company and seller is crucial for success of your company..

Let’s see now how above principles and features are applied : 1) By Companies B2B 1a) fabricant Companies to Whole-sellers 1b) Whole-sellers to retail companies and 2) By B2C companies

1a) We already speak how above are applied thus, KNOWLEDGE-INTEREST-CONSIDERATION-EVALUATION-SALES in each case:

Regarding Fabricant to whole-sellers, these being industrial companies, place too much attention on quality of their product, and how it will be diffused and sold in Market. Thus: a) KNOWLEDGE : They want to Know everything in regard to Marketing policy and strategies of companies they choose to sell, -so that these sell further (this is case 1b, that we’ll see and examine later),- their overall shop policy, quality of services ad hoc, namely in shop, trainignof staff, quantities they’ll usually sell and on average to retail companies, so that they decide how much they’ll see in turn to whole-sale companies; their reliability as payers, even which accounting method they use, transparency, rate of work, namely how often they’ll need supply of products from them (fabricants), their online system and rate of work online, how well they are organized, and all this in regard to overall standards of market, at times of inflation as well as recession, products in demand, and thus they focus on producing and fabricating ‘unique’ products like no one else, which can establish them potentially as brands.

Thus they put all their efforts on KNOWLEDGE, of all above besides ‘’Know-How’’ and use of latest technology, in order to save time, and may be cost, thus follow generally policies of saving, and that’s they also require and want from their buyers generally.

INTEREST : They want to make unique products that can ‘stand ahead of crowd’ in regard to competition of international global market and marketing, that’s why they adjust often and readjust their company Marketing policy and strategy, to meet their goals in the form of interest, thus increase revenues, and net earnings, thus reducing further cost of production and functional cost. For this they want to fabricate products, either cars, clothes, cosmetics etc, that raise interest of buyers being the end clients in this case, of whole-sellers that they’ll further sell to retailers, and from whom earnings of fabricants, and all B2B companies incl. Whole-sellers depend. Thus they take into account all unstable factors, unpredictable turns and changes of markets, especially in period of crisis, where they’ll rather reduce price of sales, and this way sell more products and increase revenues even in an indirect way. Thus here factor CONSIDERATION also involves, along with any policies at global level of rates of exchange, and rates of currencies, on basis of which they’ll choose to which markets, companies of which countries and regions worldwide they’ll choose as Customers. Thus object SALE as such is here the most important one: How many sales, they do monthly or yearly, and how much revenues, can these sales bring them in the long run; that’s why they make long term plans, that in view of all above they may modify or slightly change, to adapt to possibly new conditions, and sell and keep being established as brands in the long run. Thus they examine well the past and present of their partners, thus whole-sellers to whom they sell...mainly the past, to know, what they have to expect from them in ‘the future’ and their overall perspectives, upon choosing ‘Them’’ companies A, B, C for ex. in the long run.

Now let’s see how these features and created properties from them are applied in case 1b:

In this case, we have whole-sellers to retail companies:

Whole-sellers will often define their selling policy according to policy of their ‘bosses’ fabricants and will apply it for their buyers-retail sellers- accordingly:

Thus also whole-sellers as ‘bosses’ this time of retail sellers in shops, are interested in financial status of retailers. Thus, on one hand they want to know their past, rate of reliability, how good payers they are, their advertising policies and over all marketing strategies, short term ones, as well as level of training and expertise of their staff in shops. In order for whole-sellers to make middle term plans, and relative goals, they want to know in advance-or upon approaching retail shops, the exact kinds of products they sell, whether they deal with competitors of them (wholesale company) to buy also from them, and most important quantities products retailers may order from whole-sellers, and rate of frequency: They’ll thus arrange their plans of sales to them, frequency and reliability as said in paying, how often they’ll order and how much, in the short and middle run: They’ll thus determine retail prices for their products, and also what’s perspective of survival at times of high inflation, recession, in market to arrange their prices and payment methods of sales at these times respectively. For ex. –further-: If they find, that these retailers, are well established in local market, they may sometimes send representatives to train staff further, to give advice, and dictate methods of advertisement and kind of advertisement. These whole-sellers will thus apply a more aggressive marketing and price policy, slightly aggressive actually at times of inflation and at times of recession they’ll sell more cheap, and more products to them even if they’ll keep in stock, that’s why they want to know in advance how much their average orders are, to determine their retail price, from which retailers will get paid a fee of commission agreed between them, from their retail sales. Also, if these retailers are in country, -for several categories of products- with another currency, if this X currency of buyers is lower, steadily, the whole-sellers will try to approach them for more categories of products and convince them to buy more quantities, since rate of exchange for imports is lower. On the other hand, whole-sellers are prompt to approach retailers in countries of lower rate of local currency. They can thus sell more. Thus their marketing strategy is defined: 1) Price x quantity x cheaper cost//<>-more pieces of products//<>more sales.

Now, we’ll see how all these factors, and others, in the course of written text, are applied in retail companies, as buyers and sellers: Thus we’ll see, how knowledge, interest, consideration, sales, orders, payments prices, etc apply to them as Buyers and Sellers.

First, let’s see a medium retail company, how it behaves as buyer toward seller: And in this case we mean whole-sellers: Thus retail companies apply their experience and transforming it to knowledge will choose companies as sellers for them-and buyers themselves, whole-sellers who are promising, won’t delay orders, offer good quality, are generally consistent and keep their promises, and mainly whole-sale prices they offer. Focusing on kind of product, or products, they’ll choose those who give good prices, thus affordable for them, offer volume prices for bulk quantities, make facilities to them as payers, and they’ll usually approach those who sell if so, in countries other than theirs, in import currencies that are lower than theirs, for ex. they’ll choose countries as sellers for import from them whose main currency or used one is USD, while they are in Europe for ex. and work with Euro, thus making higher percentage of revenues. And of course in regard to this also, they’ll choose those who offer a good commission in total price, thus their total net retail price. Taking into account these factors, they may approach, for ex. if they are retail companies of cosmetics, other company for body milk, other ones for lotion, other ones for lipstick, shampoo, perfumes etc. They want thus, those who are more ‘established’ or seek to be established in their business object, to establish their own, even ‘secondary’ brand. Thus have a variety of products for reselling, as buyers, by setting these above criteria separately in each case and for each brand of whole-sellers from whom they buy, locally or import from abroad. They’ll choose those who are transparent partners, and give them value, to add value further as sellers to single customers, by thus seeking to expand in all cases and terms. (Today, 14 Nov, 322 new words added to last part, of 13 Nov).

Now we’ll see how these retail companies, mainly average medium ones behave as sellers to single customers. –For ex. if they sell locally in a province of a country and not in capital city of it, mainly when this regards towns, where they are better known by residents, they always want to reinforce their external image to customers who go to their shop to buy even for first time. Thus, they’ll offer through staff of experts, customized service or services, treat client as humans and personalities, to whom they can and do add value as single customers, respecting their wishes and personality, and these customers would receive special treatment from staff in regard to services. They want thus to gain a good Hall of Fame, make these customers ;f ‘first time’ steady customers, thus recurrent ones, by thus gaining as many recurrent customers or at least as many potential customers as possible. The other equally important parameter for them, is to increase number of sales. And one way to increase number of products they sell are above parameters. They’ll offer first more products, of quality of course but in cheaper prices, and this will bring an increase of total sales thus revenues in a geometrical progressive way. Then, always focusing on quality, will sell a bit more expensive products, may be fewer ones, but in such proportion on ‘’number of products/retail price’’ that they’ll be able to increase their net revenues this way too.-They’ll create up-selling products, thus give for ex. first time or at times as reward finally to good loyal customers, a packer of a ‘mascara for eyes, eye-shadows, lipstick’’, in 2/3 of total and a perfume for instance absolutely for free, to some customers of them, at times or for ex. during Christmas time, by seeking thus to ensure these already recurrent customers, and thus ensure they are 100% satisfied from product quality, cost and also quality of services from staff. (End for today, 16 Nov 2020)..

Now let’s see more analytically and specifically how these Marketing principles, as above, thus KNOWLEDGE, INTEREST, CONSIDERATION, SALES are applied by some mixed companies, in this example, thus combining B2B and B2C, -by taking as example several types of Cosmetic companies, who work, combining B2B and B2C, and further, after finishing this, we’ll describe the same for B2C companies only, by stating examples of Airline Companies, who mainly work as B2C companies, but also partly as B2B too (upon selling to Travel Agencies for a fee per ticket).

Let’s now start from Cosmetic Companies and their versions, with differences and similarities.

There are traditional Cosmetic companies, like Avon, Max Factor, Wella, Loreal, Rilken etc, who are established brands in their field, since long time; some of them may have had difficulties in becoming brands from the beginning, and some of them less problems and difficulties. Thus, let’s mention first that the rate and range of expansion of a Company, firstly depends on capital invested as active one, the type of products and kind they sell exactly, prices set by them initially, and how they evolved throughout time.

For ex. Avon, England, is well known for body milk for ex. face milk and creams for face, but following certain strategies at the time of their foundation and launch, they managed to become brand in cosmetics, by increasing their net of sales, and trusted also by the time for other products, in the field of cosmetics. Let’s note here, that a start-up company, with a certain capital, and a middle expansion structure, may become brand soon enough, if they are pioneers in such product, or products, or they produce something special, that makes them stand ahead of competitors. Thus KNOWLEDGE here in Marketing is applied, as semi-aggressive Marketing, this means that in times of inflation, they’ll slightly lower retail price of products to make more sales. Then Avon for ex. like Wella in colour-shampoos, Rilken in color shampoos, and Loreal, in shampoos and color shampoos, as well and we mention here also Max Factor in lipstick and cosmetics of face for ex. have started step by step, and even so in their first steps of work as Companies of cosmetics, by meeting above described requirements to get established as brands. These companies thus work on one hand as B2B companies, thus suppliers of local ‘not brand’ companies of retail, by hiring the highest experts of market, product and marketing, financial advisors etc, to manage their funds, to become competitive companies, in their specific product and field, to be distinct as companies in their product. Thus Knowledge of Know-How is of their top priority, and after years, in the last decades, use and application of technologies, like PC and Internet, online sales, (mainly in the beginning) belong to their policies of Know-How. Thus Avon for ex. works as B2B company, but also has net of sellers, and works also as recently with regional Dealers, on basis of MLM Marketing, and plan of Pyramid in sales for their financial goals and *INTEREST.* They always want to excel, that’s why they try different products which they produce, and once they become brands, they’ll ‘’raise’’ prices of some products, having ensured a specific and certain number of sales of retail shops. In regard to MLM Marketing, this type of Marketing, gives many incentives and motives to people to become sellers, thus resellers of products of Company, thus through way of ‘spread the word’., thus expanding their net of sales, preferred by retail companies, with whom they’ll arrange a fair percentage of commission per product, to give them further incentive to keep preferring them, instead of other brands. This is how competition is structured generally in Market. And of course, the final goal of all these companies, as well as of course all Business Companies, as self understood, is to make as many sales per product as possible, apart from whole-sellers to retail companies, -to whom they give and they should give a good commission- for ex. 1/3 of total retail price, by getting 2/3 for themselves, as net retail price. Let’s note and remember here, that from their total net revenues, they’ll pay taxes, pay staff, for training of staff, by balancing thus productive with functional cost, and trying always to adapt to market situations, at global level, and configurate their sales strategies, and marketing policies, to make some more savings... (End here of today’s stuff 18 Nov 2020).

Now, we are going to examine and analyze, how above principles and more, thus relative principles are applied in Marketing strategy (-ies) of Companies, that do not sell in shops-stores at all, but implementing Plan of type of B2B in combination with B2C, based on MLM in this case, as case study, manage to become brands and established as such in the long run:

Let’s take as example-case study, Company of Cosmetics Oriflame: Oriflame, of Sweden, managed to become brand and get established, in no long time, when it was founded few decades ago, and at its era:

Oriflame, incarnates all roles of company types we described above in the previous parts of this work: Thus a) It works as fabricant, thus produces and always produced its own products, based on its own design, managing in a few years to stand ahead of competitors, because: It soon understood and ‘grasped’ the mentality of need, and turned to wish. First let’s take the factor need: We all need cosmetics, single persons, mainly women, but also children and entire families. Thus, and depending on capital invested, grasping the concept of need of people, of these decades, but also until recently today, in the last few years, managed to turn needs to wishes, on basis of design and sales policy. Thus, on one hand, products seemed to be needed by people, as cosmetics, primary, like for ex. shampoos, soaps, etc, and secondary ones, like for ex. lipstick, perfume, eye-shadow, etc, all that contribute to renewal of appearance and beauty of women mostly, as secondary ones, but essentially as primary ones. Thus, through design, little by little and with the time, needs turned to wishes for many people, mainly women, but needs still remained needs, thus purchases of products as daily priority, while wishes also became needs, and with the kind of products they sold, indeed, needs got identified to wishes. This is the part, in brief as B2B company.

Now, as B2C company, it never sod in shops, thus wanting, through this clever plan and strategy, to expand its products all over the world, through word of mouth. And for this reason, it started working with (regional dealers), wherever possible, in cities and smaller towns, system could work with dealers.Thus net of sales expanded fast enough, and led ORIFLAME to become a brand in its domain. In this case, dealers, are subscribed in company, for free, and in order to start their work, and obtain clients, they can also make purchases themselves and sell further, if they have already friends in their city, or town who are ‘eager’ to support them by buying, or just, through word of mouth, and distribution-in their first steps of career- of pamphlets and magazines, they raise interest of people in buying these products. –Let’s mention here, that variety of products of Oriflame is very big; and their marketing strategy consists exactly in this: that they always produce new products, thus being innovators, each month, and raising interest of end clients, separately each month, also their sales policy, cheap and good products, of good quality, at least most of them, packets, they sell, and up-selling. And dealer does exactly this, to inform clients and convince them, through this marketing variety s implemented strategy of company, that most of their needs can be identified to wishes, apart from wishes as such separately. For ex. Oriflame, during holidays of Christmas, when bulky orders are made, can give gifts along with purchases, thus offer something more for free, while dealer, gets prepared already for sales (purchases of clients) of next month and next time period. Then, deales work as representatives B2C, and their main role and attitude is give value to clients, by offering them, more customized services, mainly to best clients of them, thus little by little, they may acquire more clients, and make those who buy for first time, recurrent clients through detailed information, customized offers, -for ex. dealer himself/herself may want to make some gifts to clients who have bought at least twice-three times from them, by also speaking to them on any ‘current’ offers, etc. Thus, number of sales is the main marketing priority of companies like Oriflame, who combine B2B and B2C as companies: And the ultimate account of things is how many products are sold monthly, or yearly, and of course net revenues coming for everybody involved, both dealer and customer. –All this on basis of MLM Marketing, thus dealer will try to convince, as it happens often, clients, to become dealers themselves, being satisfied with purchases and quality of products, thus net of sales expands this way, and little by little companies as Oriflame, have become brands, in the long run. –Let’s not forget to say, that Dealers, undertake the section of feedback, thus giving feedback to their colleges, thus those who initially were clients and then, they became dealers as well, by sending them ‘’Thanking emails’’ to encourage them to find more clients themselves, and also let more dealers subscribe under them, with the financial motive, as applies in MLM, to earn commissions as defined by company, from orders made by dealers ‘registered below’ them. And also, dealers, after a while or ‘next year Christmas’ will send ‘Email of Thanks’ for cooperation to their (new) registered mates, as well to recurrent clients who have bought form them few times, for their purchases, besides, and why not, informing them on products issued of next month, anything new, incl discounts, up-selling etc, in a customized personal way. But let’s note here: Not only finance and relative factors are important: The most important thing in such relations of mutuality, of ‘give and take’ the crucial thing is human relationship, and marketing applied in human terms: Thus, dealer must ALSO feel so to do, thus say Thank you to his/her recurrent clients, is a way to express them his gratitude for helping him/her financially, by buying a product that has met their needs, and satisfied his/her wishes, it’s a matter of true feelings that comes from deep heart. As humans are not productive units, they are units with heart, all feelings we all have and are also expressed and externalized in Business, including main principle and notion of Marketing: ‘’I am Okay-You are Okay’’ also applied in Psychology of Marketing and Finance, and ruled/governed by phrase also ;’’How can I serve, thus please my Client, or my Business mate’’, how can *he/she* also do the same for *me* in terms of sincerity and mutuality. Because, let’s don’t forget that Marketing is *Honest* in its basis and main substance, and thus we have to represent it, and treat it in the same way.’’. (Today, 22 Nov, end..)

The above subject is very big and cannot be finished, thus exhausted in two-three pages; there’s a lot to say on all this, and per type and object per Company. But we continue though:

Thus, now we’ll see one more side of above subject and mainly how these parameters, like KNOWLEDGE, INTEREST, CONSIDERATION and SALES are applied nowadays.

Unlike last time when we talked on brands and how many of them evolved in the course of their career and existence, now we’ll see how new companies nowdays use these parameters and how they behave on the field of Market and Marketing today:

With establishment of globalization, little by little starting in the last few years of decade of 1990’s and hence, thus also after financial crisis and its appearance in global field, many changes have happened to the status of already established companies, thus brands and so on.

In the era of poverty and inequality at a high extent between social classes, let’s consider, that all people in the world are striving for a better future, from the ‘point’ and ‘state’ they are already. Let’s also not forget that these previous mentioned brands, and many others all over the world, have earned already their future, by applying the standard fix and established marketing strategies-as we described little by little- but also profited from the general ‘dominating financial climate and environment’ and converted global changes in all fields to their own profit. Many of them inherited enterprises from their parents and relatives generally, and most of all they had already funds to invest to continue and maintain them, even make them bigger. But how are things in the last decade? We all know that financial crisis started and installed after 2009; then how young people can find their way in the future? What are their main assets? Thus, those who still worked for ex. in the company of their father, uncle etc. Already made their future, having already the assets here funds, to invest and maintain enterprise ‘X’. But yes how are things today with more poor and mainly young people?

In a world of concurrence, where jobs like lawyers, paralegal, secretaries, doctors, architects and some kinds of engineers are full and saturated, what are most likely solutions for those who actually want to invest their knowledge obtained in an University branch, like Economy, Business Administration etc. And how should they know and indeed apply above strategies?

-Thus today, given all above, experts from Universities in above branches and fields, with a small capital in bank, would either open a small shop as retailers, or the OTHER CATEGORY, is those who may for ex. get big loans from banks by profiting from lower interests, per case, to set up a new enterprise. Then these companies, first understand needs of people, and turn them to wishes, working on both ‘coasts’ B2B and B2C. Then these people, and in view of recession, where prices fall, will today use the above four marketing principles, by simply ‘copying’, the older companies at many points. –For ex. there are many new companies of Cosmetics, as cosmetics will always be a ‘daily need’ for everybody, mainly women but also whole families and children. These new developing companies want first to stay ahead of crowd and competitors. They’ll use raw materials as fabricants for ex. B2B in different ways to make ‘equally good and useful products’’ but in their own way, and to stand ahead of crowd and competitors, you are supposed to do something new, and apply innovative ways, in all fields and points of view of new enterprise. Thus for this they’ll use the same standard materials, as the old companies who became brands, in different ways to make new products, that want them ‘’to be even better’’ from those of old brands, claiming to be innovators.. (Today 22 Nov 2020..it continues next time..)

CONTINUING, Today 25 Nov. 20

Before we analyze strategies of finance and Marketing in regard to ‘copy’ and we explain, in what this ‘copy’ consists, let’s mention some general things: Thus:

Companies under the dominating financial system today everywhere, with free and open Market subject to laws of capitalism, we’d say: That capitalism is already a system of a specific structure, for all countries, with alterations and several combinations within this system at national-local level per country. This same system is identified to sense of structure. Thus free market, having it’s own rules, subordinates further and determines how market works, and within this structure marketing is formulated and reformulated indeed, defining companies to always follow this system and work within this so called structure. Thus market is not so free, and companies even less free. Their policies depend on many other things, thus factors. They have to adapt their strategies, depending on era, and state of market each time at global level first, then at national local level, mainly multinational companies. Thus:

Startup companies, first see, what is actually ‘’played’’ generally at global level. In what products is highest demand, and how they’ll thus design and plan their policies in order to survive first, then established as say, medium size companies, having the ambition, -depending on their business object chosen-to become brands in the long run.

For ex. import companies in less developed countries would approach companies (here B2B) in countries, where local currency is lower than theirs, in their own country, while export companies, say with business object clothes, would approach companies with higher local currency, in first case to limit losses of currency (import companies) and in second case, to raise revenues. They’d also chose companies to partner with, at a more limited/restricted level, with whom their countries, have bilateral contract for taxation, this meaning, they’ll only be taxed in one country, choosing country and company for this purpose. Thus, little by little, we see that this range becomes smaller, and this is one parameter of identification, still, of dominant structure of market. They’ll also chose with relative criteria, with which company they’ll cooperate, their reliability, their expertise, prices etc, thus configuring their market policies for these purposes.

Also, as long as Internet exists, having brought and caused a real revolution in market, and changed standards of production, along with all other means of technology, they’ll use, at global level, these means of technology, for ex. for advertising. They’ll send emails, and develop email strategies, less phone and newspaper for advertising and approach companies that meet to maximum possible their ‘’own’’ criteria of development. Thus being easier today to find partners abroad, they’ll mostly try (companies mostly B2B) to make cooperation in form of strategic partnerships. They’ll also get informed on all above through Internet, and create their site accordingly, which they’ll find modes and ways to advertise online and most of all, make others, the potential partners to get informed on their products through site, and the best ones from them, would update often their site, by modifying content, and also asking for experts for design of their sites, and how their products look. The more updated and rich a site is, the more interesting will become for others. Also, apart from experts of design, they’ll hire freelancers, such as content writers and translators, to further expand their fame and forward their ‘product’ by doing the proper relative work, further develop their company with the purpose of course on basis also of all above, to make the maximum possible net revenues. And finally they’ll become ‘hosts’ this way, with the time for other smaller companies. This is how capital generally is built nowadays. They’ll thus update their site, by always displaying something new, and keep interest ‘hot’ of possible good partnerships, trying to show they are essentially leaders in their domain and that they excel in their marketing policies, and also upon being established, they’ll try to introduce new products, by following the ‘’climate of market’ that dominates generally at a certain time period’ and will also, try to renew and update, with more features their ‘old’ products, renew also their prices, by adapting to conditions of market each time, and this they’ll forward as advertisement. (Today, 24 Nov 2020).

Now, let’s see how all this above applies in B2C companies: Thus this type of companies, being retailers, have a smaller range in comparison to B2B in all above described: Thus, they’ll buy their products, -referring for ex. here to a company of cosmetics that works in a shop-: they’ll buy products from many companies, by choosing those who are mainly brands, or have quality products as B2B companies, and are well known and established in the market, also their criteria being who has the best products in the lowest whole-sale price possible, and their rate of commission to retailers. As they may have also shops in small towns in province, and have other shops as competitors, they’ll try to have staff in shops, who are well trained, and offer and are willing to offer quality services, customized to each client, and also are polite and helpful with good manners! They’ll also offer for ex. samples of creams or perfumes to some clients per choice, thus those whom they see in their shops ‘rarely’ thus stand ahead of (regional, local) competitors, to make as many potential clients personally as possible, and make from them most recurrent clients as possible too. That’s why they tend to offer customized service to many potential clients. Let’s note here, that they buy from brands at lower rates say by 20% if possible, thus choosing a category of products, say for ex. ‘lipstick’ and mascaras from brand A, at lower price, for 15-20% than others, then for ex. perfumes from company B, and eye-shadow from company C, by trying to buy at these lower percentages, the least number possible of products so as to sell out and exhaust their stock, in short term run, on which also they make their budget, say this is pre-budget plan, and they can accept also to buy less products for a lower commission of 10%, and save from above another 10% and thus make their budget, financial redemption this way, in the short period of pre-budget plan, on which they make their calculation and estimation, of accounting, thus earnings, expenses, debits and credits etc.

They also focus very much on advertising, thus distributing magazines and pamphlets, as well as leaflets, to inform people at local level, what they sell, by also including any discounts, and up-sells they offer, to bear thus competition. These leaflets that are distributed from door to door, through hired staff further for this purpose, are usually most informative and impressive in terms of pictures and colour, this is their strong point of advertisement and spread the word. Furthermore, let’s mention, that their shop staff, apart from being well trained, are also split to categories, for ex. other girls in shops are specialized in perfumes, others in lipsticks and cosmetics of face per category, for ex. eye-shadows, mascaras, lipstick etc, and other staff for hair colours etc. The managers of these companies, are always informed on general tendencies in make-up products for ex. and anything that regards them, general level of market, and dominant tendencies of product, prices of market at global level, on basis of which and as criteria of which they’ll choose brands or other companies to buy from, as described above and in the way and process, described.

Now, let’s develop the aspect of ‘’Copy’’ or ‘copying’’ or ‘slightly copying’’ for new companies that they want ‘just’ to startup and lauche their products, pursuing to become brands in the long run. First of all let’s be realistic: There are two main (primary) parameters for a new company, say here of Cosmetics, to become brand, even in the long run, which is most possible for the majority of new companies: First of all, first main parameter, is how far they want to go, and this basically depends on capital invested, which will be invested, in designing the product, materials, (raw materials) they’ll use, chemical substances, any, whatever available in chemistry, to fabricate/produce their products, if they are fabricants-whole-sellers, and want to follow steps, like big brands, as Max Factor, Avon, Wella etc. How should, within this same budget, that as type B2B Company, they’ll balance production/functional cost, thus everything involved in fabrication, payment of wages of workers, salaries to employees, conservation and maintenance, to ensure sustainability. Second, but also primary, the Marketing policies they’ll apply, thus pricing, whole-sale to retailers, commission they’ll want to give to retailers, investment in advertising, managers and board of directors they’ll hire, to make relative decisions, everything lower functional cost involved, expert staff, designers, and of course any collaborations and alliances as nowadays, etc, method of accounting, software used for staff and main services, buildings maintenance, all this involves investment.

What is then copying? At these times, of globalization, with abrupt up and downs in Stock Exchanges, Market diversity and economic-financial pluralism (too many companies, new marketing policies, often appearing), how they’ll react for ex. at times of high inflation at their local market and countries, times of recession at global-international level, sudden changes they’ll be forced or obliged to do, adaptation to new conditions of global Market environment, many other daily inconstant factors, policies of taxation of their governments etc. How then they’ll use all above parameters, to what direction, will they soon adopt a more aggressive say so kind of marketing, with less products and sales, but higher prices, and to What Extent, they’ll meet expectations of clients, and finally what will be their net revenues, by using also latest technology, Internet, partnerships from Internet, their Website Design, and how much finally they’ll want and are intended to pay money for high experts and consultants in all this, included lawyers, accountants, managers as said above, and how much ‘’will finally be their net revenues, shares to pay, if they are LTD or SA Companies, of any kind, here we take and consider case study of companies of Cosmetics.

Thus startup companies, who also want to stand and survive in hard financial environments, need fair money of investment capital and funds. Without this, they won’t be able to survive nor of course become brands. It’s what you invest to get the best; and they must take into account all above factors and parameters, to see their ambitions get realized and their ‘dream’s come true, besides, if they wish also, offer job positions, and be useful to their country and help so many other people. –Then we’d first and above all, this is fairly difficult today. It’s not like the old years, without Internet, globalization, and furthermore competition is getting even more higher from year to year, for new starting companies to get first adapted and find a goof, fair and remarkable position in global market.

Yes, indeed, companies today try to do all this with the minimum production and functional cost, to ensure their position first with saving and not directly too high revenues. So far, so good. Copying is a risk, not only legally and in terms of Law, for ‘’Illegal competition’’. The problem is that less money is generally invested for research nowadays, scientific research in many countries. Thus, also these companies, usually get high interest loans, for their first initial needs, and there are usually many fewer fabricants who already have the money Most of the, do have he ambition to become brands, but even fewer of them will achieve this. Thus, these brands, want usually to merge above parameters in terms of investment, marketing and business organization. Due insufficient new types of raw materials that come to market, they’ll seek, most of them to buy this stuff from low cost countries, but as medicines with replicas and imitations of products, for pharmacy companies, and we don’t talk about brands, like Pfizer, Novarties, yes these companies will buy materials for fabrication of their products from low cost countries, where they’ll further invest too. Likewise, companies of cosmetics, will do the same. Try to open a factory for ex. in East or South East Asia, where general investment cost is lower, with other facilities, such as low paid workers, for ex. 1/3 of salaries of workers at the same post in USA or developed countries in Europe, will be a very good wage/salary for equivalent job positions, *BUT ALSO,* for all the other parameters, as above. They’ll mostly use Intenet for advertising, or find partnerships online, SEO policies, well applied, by hiring Freelancers, as writers, copywriters etc. Thus copy for companies of Cosmetics for ex. is ‘use same materials’ as other established successful brands, in the past, few decades ago, but in their own combinations, however in order to become brands, they’ll have to do even from same materials their own products. Thus, in order to stand ahead of competition, their products, should not just be ‘another, different’ combination, which is like mixing cards during play, just for another outcome, but say use Only few products from brand A, other from brand B, or better say, Like brand A, and brand B, to make ahead their own, original new products, which first must be of high quality. They shouldn’t look for new partners or merging right away, before they become brands, that’s against healthy competition and fame of company on the international scene. And these companies, should simplify all above parameters, by using same key-tactics, (specific Marketing policies) in regard to general Marketing policies, -as from above half of them or better, 1/3 of Marketing policies for B2B Companies, are general Market tactics, based on specific plans, thus pre-planning on total available funds for investment, but better, before they assure, at least 40%-60% of general key-tactics, (thus general policies) their budget on goals shouldn’t be in the long run, but their further goals should start after they settle as medium, well accepted company and ready to establish on Market. (End for today 28 Nov..2020 here, it continues).

And to continue on above: All above factors constituting set up, start up, and settle of B2B Companies, is a multi-factor, actually a multi-factor ‘’equation’’ that needs solution. The general care, is how to organize all this, to an harmony set of factors, well organized between each other. Let’s mention at this point, that ‘structure is totality’ and vice versa, ‘totality, corresponds to, includes structure.’ Thus all these things need to be structured, and indeed well structured in order to function well and in harmony together. But Attention: All other involving non standard, thus unstable factors should always be taken into account, and for better status of companies, predicted in advance; let’s also not forget at this point, that some times, which is fairly often, you have to arrange one single object, while, many other times, co-arrange many objects may not be so difficult, than one single object. Let’s state an example here: For ex. monetary ups and downs in several countries, viewed also daily clearly in Stock Exchange, many constitute, one of hard criteria for B2B Companies, here talking on Companies of Cosmetics as sample, to approach retailers, as whole-sellers, being also fabricants. Thus, while exports are preferred for counties, whose national currency has a higher rate than the one of their own countries of siege, imports are preferred for countries where local currency is lower than currency of import of these companies, so as to avoid loss in net revenues. And we mention this example, also for

retail companies, thus B2C Companies. In advance: In order to settle up as good Company with perspective to become brand, this should be done and achieved gradually and not too fast. In order for B2C Companies to become brands, they should produce some products originally even if they borrow some designs of products, and materials used for their construction from already other settled companies, this may not be actually pure copying, but belong to category, which we’d name : Creative copying. Thus, and this is absolutely normal and justified, get informed, on how some materials make product unique, and then design product in their own way, so that they ca produce high quality products, that will help them become brands in the long run. Let’s mention here a representative example, including most of above, which we already know, being Avon, and Oriflame, we know, -Avon works both by supplying retail companies in shops at regional level, and also in the last few decades, they have introduced also MLM system, the system of pyramid, while Oriflame, has always been working on MLM level;, and this makes it really a brand, because: a)It produces its own products, by using well established good materials, while on the other side, by working with regional dealers, they have managed to make a lot of savings, thus, finally net earnings from this system. Plus, losses of differences of local currencies, as above described are avoided by far; Thus they manage to diffuse their products, forward them, make high net revenues, through all its marketing polices, based on system of dealers locally, and avoid losses. They are thus protected from all sides, and not actually exposed to abrupt changes in Stock Exchange, by ensuring a certain production, and recruiting dealers continually. Actually these clever people, have been able to expand all over the world at no time, while also in the last two-three decades, they’ve managed to use Internet and technologies in the most positive and profitable way on their account and account of dealers. Instead of spending too much on advertising, B2B companies, and also B2C companies, defined as retailers, should know one thing first: That ‘word of mouth’ is always the best advertisement. And they already know they also deserve it, but both Avon and Oriflame, or any other company that focus on word of mouth, thus acquiring soon enough recurrent customers, and many potential customers, that are up to become recurrent ones in the middle run, but shortly enough, as products of them have managed to expand at no time, and witha very good or simply good hall of fame, as original ones, which customers trust, plus they know, that they get what they pay for, and trust this same company in the long run, which makes companies wel established brands in this time frame of run. Let’s not forget, that there are not so many, thus say innumerable materials to be used for production of products as first step, but how these materials should be used for a good seamless outcome, this is quality of product. The result is that more quantities of products will be sold in the short run, and long run, and at time of inflation, these companies, should hardly raise prices of products, to be much higher than they used to be, as, in view of all above these companies, included Oriflame, Avon and many others are protected at times of inflation, or even deep recession, not risking to lose their recurrent clients. Instead, they’ll make upsells, at these times, with might be only a bit higher total price, but which customers could still afford, plus all initiatives of Dealers all over the world, many of whom being well known dealers in small cities, applying their cusotmized marketing policies, as free sellers, thus in terms of result, both companies and dealers in this case do not risk to lose customers, in terms of total outcome and net revenues. If companies are serious enough and correct, they’ll be no means compromise quality of products, even by using materials or lower quality and selling at lower prices indeed. They’ll care of maintaining their level of production and hall of fame, in this case. ( Today..1 Dec20).

And the criteria for these B2B companies of approach of B2C companies to sell to retailers as whole-sellers themselves, and possibly fabricants are usually: Transparency and reliability of them, thus hall of fame, their buying and selling capacity, at least the average monthly one, but also yearly, to arrange their orders, on the average, thus amount and time, this is every when; also whether they have a well trained staff, in the frame of general organization, what kind of technologies they use, being willing as said above, to send representatives and consultants once a while to them, thus then, align all their own features of organized company, to those corresponding to B2C companies, and after matching the relevant sectors and properties, they’ll see, what they’ll leave out, how they’ll match the ‘’excessive’’ fields then to theirs, the tools they use, and suggest them their own ones, in case these can also use them etc. They’ll thus, make a financial study, and common plan, that will match their long term plans as B2B companies to those of B2B ones. They’ll also try to manage non standard factors, like the rate of exchange of their currency, and they’ll try to sell to countries, that meet these or most of these, the above criteria, with usually round the same rate or proportional rate of exchange of currency to make some more revenues, and this way start to establish themselves as brands. Once established as brands, little by little, from 40-60%, they may approach countries to export with local currency higher than theirs, to increase net revenues from this point of view, if these also B2C being retailers, meet the relative corresponding criteria, by 60% at least. And as we’ve said, everything depends first on the capital of investment available, in both cases, but more for B2B companies, provided this capital is invested in a profitable way for them. (Today 4 Dec’20).

Furthermore: Most hardly established brands, with rate of already become brand, thus up to 60% of settle, want and take care of risks, through risk investment funds, that may come both from net revenues (5-7%), and up to 20% capital invested upon foundation and start; Then these companies, taking care of their business, avoid loss of money, mainly from net revenues but equally from capital invested of foundation, would approach for this purpose generally the following polices: They’ll either sell to retailers, (B2C companies), in their country, to actually B2C big and companies with certain percentage of stock, thus to brands of between 40-50% developed ones, and in this case, they’ll either sell at lower price, or less products, so that entire stock is sold, or sold by far, ensuring they’ll get paid in this case. OR, they’ll approach companies abroad, B2C type, with rate of exchange lower than the one of their own countries, by just selling more products at a medium price so that cooperation is almost totally established, provided that all above factors are met, or B2C companies, of medium size, to which they’ll see average quantities of products at lower price. All this till they become brands, by 75% at least, when they’ll approach B2C companies, for more products and still a bit higher price, by preferring those, whose rate of exchange is higher than theirs, so that in these ways, they avoid loss of revenues, even a bit indirectly, as risk investment. Thus an established developing brand by 60%..>..will save up to 10% for risk investment, at periods of recession in first case, and at periods of inflation, in terms of macro-economy, say so. Thus, also they’ll be having as active up to 40-60% of total gross income, included capital invested, plus net amount of revenues that is predicted in advance, approximately, up to 10-30% of average annual revenues, due specific and concrete choices of B2C to whom they sell, in advance, in the best case. Thus we have the graph:

Xci (X factor=capital invested), > Xnr (net revenues)<Xri (risk investment)..Graph goes like this: X1>X2>X3.

Now, relative B2C companies, make their pre-budget, and being developed, to 60%, in terms of micro-economy, they have a fix capital which does not change, for reasons of safety, in cases of higher inflation, locally, when they’ll sell less, at the price agreed with relative whole-sellers. Then in such cases, they’ll try to sell locally more products, but without risking capital invested, thus funds of stock, that works as active, but in this case, total capital invested to avoid loss in such cases. And in their case, they usually, being up to 60% settled, they’ll try to agree sales with companies of rate of exchange lower than the one of their own countries, to make some more revenues this way, but up to 40% of them are reinvested as active. They’ll also consider factors, like taxation, customers fees of import, if so, by also trying to invent advertising policies,, gifts and discounts, thus giving for ex. gifts to customers that go to them to buy for first time, advertising leaflets distributed from door to door, as word of mouth, email marketing to recurrent clients, further staff training, and more in order to sell the most to most possible customers, finding new customers throughout these policies, and better organization, and better rate of commission as retailers, agreed with whole-sellers, thus B2B, where applicable for buying more products from them, at lower prices possible. At times of inflation locally, they’ll offer discounts through up-selling, and also offer a bit customized services, to customers that have bought, so far from them, at least twice, say so. Thus graph goes in this case as following: From 100% net income, included products bought from whole-sellers: Xac (active, meaning initial capital investment to buy stock, included all other expenses from purchases, either from B2B companies in their country), Xnr (net revenues), Xri (risk investment), where as in first case Xa 40-60%, net revenues 10-30%, and Xri, (risk investment capital, from 15-25%), which they’ll try to cover, though the above policies, in order to sell as more products as possible, if these policies are proven successful in the long run, but through short term budget. They’ll thus avoid accumulating stock, of products that are not sold much, or give out discounts, of more than 10%, as replacing capital of risk investment.

Thus we notice, that for both B2B and B2C companies, Marketing can be either aggressive or defensive per case. (Next time, we’ll describe the main strategies in both cases, that rule ‘Aggressive’ and ‘Defensive’ marketing per each case and the range between these two types of Marketing. We’ll mention factors in each case, and policies usually followed in both cases, corresponding to relative factors, in a comparative way, and also here above at the relative point, falls the case of buying from fabricants of products copied, and at end points where materials, hence products are fabricated in cheap prices, and this in countries of lower cost of production, and also mentioning policies for competitors, related to these factors and marketing strategies applied in both, -hence-all above cases, saying it in advance. ( Today, 8 December, ‘’20).

Thus our main example here are Cosmetic companies, but all types of companies have common points to all of them in some fields. For ex. for traditional companies, either whole-sale, or retail sales or fabricants, or those based on MLM (‘’Multi-level Marketing’’), would apply either the so called ‘’Aggressive’’ Marketing or ‘’Medium’’ Marketing or ‘’Defensive’’ one, in regard to factors that govern them in each era, where also policies and strategies depend.

Thus, in this era, of bit darkness, in the sense of doubt, that leads to strict planning for success, also a general financial worry and bias, of some standards, that will become axes for further development, in a strong but competitive international environment, above all, evolution of technologies like Internet and all relative that will define techniques used, all these then constitute main elements for each company to self-determining, and long term or short term planning, on basis of its ‘present’ position in financial environment, also exposed to non standard factors, that will further define its course.

Thus, in the era of globalization, strongest era and more fit, in which all above apply to below.

Let’s take example as case study of established companies, by 60% at least, and let’s see factors, for which each company applies aggressive, medium, or defensive marketing, with all sub-cases and categories of course, for each case, B2B and B2C Companies

1. **Aggressive Marketing**

|  |
| --- |
| B2B |
| AGGRESSIVE |

|  |  |
| --- | --- |
| FACTORS | POLICIES |

1. Brand: (The ease and comfort of companies (Sells or tries to sell large amount of

of this type, and applied policies products of quality to big retail comp.

1. Inflation : (In case of inflation, in local (Less products at higher price, to relevant

national level and domestic currency) retail companies)

1. Recession: (In case of recession, at national

and international level) (More products at lower prices, and if

they are fabricants themselves, they

don’t compromise quality of products)

Other criteria that define their policies, on basis of factors, are : (a) They’ll try to export

to countries with higher local currency and rate of exchange, to save money, and revenues,

as brands as per case of Factors above (1) and (2), while in case (3), they may prefer, due also general conditions in global environment, to sell to countries with higher rate of exchange of local currency, a way to ensure more revenues in an indirect way at least.

In cases 2, they’ll use technology and Internet more, as well as hire people who work remote to reduce functional cost, and in case (3), they’ll do the same by broadening their net of workers, and also apply policies, of discounts, gifts and up-sells.

|  |
| --- |
| B2B |
| MEDIUM |

|  |  |
| --- | --- |
| FACTORS | POLICIES |

In advance a combination of policies in all same factors as also aggressive marketing, to ensure their position as brands, locally and internationally.

1. Brand: (Secure their position as brand, (Sells or tries to sell large amount of

within global environment of competition products of quality, by also trying to

improve quality of some products, by

either eliminating some products, or

renew quality of them, or introduce

some new innovative products.

1. Inflation : (Ensure their position as brand ( Will try to restore some mistakes

through policies of brand as nbr 1 (factor) made in the middle term run, of

functional cost, but not compromise

cost of production: This means, that

they’ll try to use modern technologies

more vastly than before, seek for

reliable partnerships incl. Internet

use modern methods of advertising,

and seek B2C established companies to

sell, with most recurrent customers

possible.

1. Recession : (Will frequently

Compare kind, quality and

Strategies of their competitors) (They’ll see, where they’ve been wrong,

to correct, also by replacing policies,

and will try to sell to both, B2C companies

of either higher local currency, or same

rate as them approximately, to ensure re-

venues of risk investment, and save some

more funds, most of which will be added

to main capital invested and generally

address to more companies worldwide, to

ensure and keep the same rate of revenues

in the short and middle term run.

As criteria, they might make few minor changes, more than major ones. They’ll check all competitive advantages toward their competitors, focusing to secure them in these terms and in middle (or short) term run. They’ll higher more experts, will introduce new stuff of training for their staff, wherever it is; will use more and better methods of advertisement.

(End for today, here, next file will include the relative equivalence in Defensive Marketing, with examples per case for this kind of companies, thus, still talking on brands, B2B companies. (With Tables, also as above..)

|  |
| --- |
| B2B |
| DEFENSIVE   |  |  | | --- | --- | | FACTORS   1. Brand or half brand, thus established by 60% (Unique kind of products, unique brand in its field, but in cases of strong competitions, of competitive advantages of its competitors, things left still to be done so as not to ‘be afraid of competition’, in general terms)   b)Inflation (local or long term global inflation, in terms of macro-economy)  c)Recession (local or long term global recession, in terms of macro-economy)    d) Other factors (to save funds, to renew their invested capital, by growing a bit, or save more revenues for/as risk investment, ensure current revenues) | POLICIES  -Will usually sell a certain amount of products, at average affordable prices, even lower one for some products, renewal of products, thus some more innovative ones, also at average prices, withdrawal for some products, and replacement of them  -Will lower prices enough but not too much, still affordable prices, will try to sell to either B2C companies, with same currency of them, at medium or slightly low prices, or to companies (retail, B2C) ones, with higher rate of exchange of currency, medium or low prices for a lower commission..  -More products, to as many companies as possible, at higher prices, as products of brands, lower commission, to mainly B2C companies with higher currency than them.  -They’ll reform their sales policies of marketing, so as to ensure current revenues, grow a bit their invested capital, by 10% say so, as funds of risk investment, thus renew their up-sell policies, more discounts on products that had so far higher prices, withdraw some products, and replace them with new ones, also, correct any weakness of their system, by comparing to policies of stronger competitors in current market, globally, renew and enhance their advertisement policies, use more technology, namely profit from Internet more than so far, limit extra expenses, by replacing thus increase of functional cost, including seek for new partnerships, mainly on Internet, also, they may unfortunately fire some staff, and let the rest of it do the work, at same wage or salaries, give lower commissions, thus either lower retail price, in countries of higher rate of exchange of currency, where they sell, and is applicable, or they’ll try not to copy exactly but at least borrow and configure themselves any policies, of their competitors, in terms of competitive advantages, and adapt their sale policy to some standards of their competitors and configure them, by adapting to their company themselves. –If not fabricants themselves, they’ll try to import from companies with no import taxes, thus countries for ex. of EU from countries, where Euro is used. Or they’ll try to sell less amounts of products, very low prices to as many places of the world, as possible but at very low prices–If fabricants, they’ll try to buy materials, from very low cost countries, where, replicas of products are made, and sold further. | |

(It ends here for today, 12 Dec)..Next time we’ll handle and develop all kinds of marketing, for B2C companies..as well)

(Today 15 Dec 2020)

Let’s talk now on all above, of B2B companies for B2C companies.

Many common things apply between B2B companies and B2C, obviously in a slight different way, there are though many common things that we often meet, in both types of company. Let’s draw chart again:

We point out, that the question here still is on B2B companies, established almost as (local, national brands), by say at least 60%.

|  |  |
| --- | --- |
| B2C | |
| Aggressive Marketing   |  |  | | --- | --- | | FACTORS  Brand (local, national brand with retail sales in shops, but also online) | POLICIES  Generally: Trying to ensure and protect their overall good hall of fame as local brands at domestic level: They boast of selling products of international brands of whole-sales, incl.products some times directly from fabricants, for those that are well known and have a good fame as retail brands, say at least by 75%:  Then all local, national brands that are established at least by 60%, boast indeed of buying products first hand, which they sell at prices predefined by B2B (thus whole sale brands), say here as the case is for cosmetics, they usually buy few products the best ones form best brands, by actually selecting and electing, being their elective actually in kind of product, best of them from brand whole-sellers at higher prices, and they usually try to make revenues by selling products of high quality, higher prices, and less amounts, to a special audience, that constitutes their recurrent local buyers. –These national brands, sell regionally as retail companies, but sure they’ll get higher commission per product per each whole-sale (B2B) brand, thus covering the gap, of less quantities of products, since these last are of high quality and they’ll never compromise quality for quantity. | | |
| -Inflation | -Having ensured their position in market, and assure also a standard figure of average revenues monthly or per year, in case of inflation and in terms (here) of macro-economy, they’ll consult their sellers, on what will exactly be the retail price per product, they may sell at higher prices, but always in view of those of some other local competitors, to standardize price for time of recession, trying to ensure their recurrent clients, and comparing to other similar local brands, who sell same products, to make possibly changes of preference and option: For ex. they may change provider, and buy products from another B2B brand, the same product, if they find, at slightly or simply cheaper price, by also trying to negotiate their rate of commission from sellers, not seeking at this period new clients, but trying to ensure their already existing ones. |
| -Recession | They may profit from times of recession, where prices of products fall, then they may sell upon request and order of whole-sellers at cheaper or much cheaper prices each product, (here speaking in terms of macro-economy foreseen usually for one year on the average), but they may ask a better commission from them, and as per inflation case, they may change provider if they don’t get a satisfying rate of commission, on products since the retail earnings will be less, thus fall. In such cases, they may address to markets, of very low productive thus buying cost, ensure sale of fair amounts of products, and by choosing point of sales abroad, also in a currency equal or lower than theirs in this case. By all means they won’t compromise quality of products, and raw materials of them, seeking to ensure their recurrent customers, but also obtain new ones.  -Generally: These B2C ‘brands’ will often use email marketing, they’ll distribute pamphlets and leaflets of all their best products locally, to inform on discounts of that period, and up-sells of course, they’ll often give gifts (for free, even to new customers), they’ll possibly hire staff, with lower salaries and wages, and they’ll renew their advertising policy also, to attract customers, informing also their existing ones, through email, on any new products on lower prices, on which they’ve made an arrangement with B2B sellers, as well as their rate of commission, upon which most of their sales policy is based. And they’ll soon advertise, products of local brands, if this is the case, to make people trust national products (sold at domestic level) boasting of these products, to limit impact of recession in their country, even if this persists worldwide for a while. –They apply these policies, in order to persuade their customers to buy more offline than online, although they’ll profit from Internet to ensure their sales net and net revenues. |
| B2C | |
| MEDIUM (Marketing) | |
| FACTORS  Marketing Medium can apply for B2C (retail companies), that are either established up to 60% at local/national level, or in periods of inflation and/or recession or other secondary factors  As word implies, Marketing Medium is neither purely aggressive Marketing nor defensive one, it’s something in the middle.  Thus, even if company is brand at local level, or just established in domestic regional market, the following factors apply:  -‘’Brand or semi brand or with a hall of fame of reliable company. In order to be like this, company, should have a clear policy, and transparent one in all cases. It applies a moderate policy or strategies for ex. (see next column) | POLICES  In this type of Marketing, Company buys from sellers, B2B (whole-sellers), of brands, something that contributes to establish and reinforce its position in local market. In periods, of neither high speed of development, or inflation/or recession, or just to ensure its current position, usually buying in smaller quantities, less products of just high bit price, and more products in lower price, so as not to leave stock non sold behind, and suppress, functional cost. It wants just to sell even less products at a time, but keep all its recurrent clients, at local level, not particularly seeking more customers, thus B2C companies like these want to protect themselves in these ways, from all points of view. |

1. Inflation : In periods of inflation, it may, after agreement with sellers, from where they buy, also aim and seek markets with lower purchase price and good commissions. This needs research, that’s why those established say up to 60%, wanting to enhance their local position, will buy products from markets, who sell as whole-sellers (thus B2B companies) at lower prices, trying as said above, to sell out all their stock, to recurrent, thus already current clients, and get the best commission possible, (based on retail price), thus preferring in this case, markets and companies, -who sell as brands from fabricants-, in currencies of round same rate of exchange, or import from companies who ensure quality of products, but generally in low or lower prices. Then difference in currency, is not much, but if price are lower, then they can make a bit more revenues, at times of inflation, and protect their already existing funds, while they avoid to make risky investments, for ex sell-out of stock.
2. Recession: When in periods of recession, all buying prices fall, they’ll still buy but also they’ll sell locally at lower prices, thus whole mentality of handling funds, revenues, is round the one of inflation, but in these cases, while they seek to buy from B2B companies at lower prices, they won’t do this for all products. They’ll do this for some products only, thus, may find more brands that meet most criteria from above as much as possible, to balance, revenues with functional cost, just raising around them for these factors, and adapting all relative policies, the ‘’wall of safety through protection’’, they’ll then try to sell retail, a bit more products, at lower prices, and as said above ensuring their fix revenues and main capital. They may in this case, combine, many methods of accounting, without losing their good fame, they’ll do up-sells of course in the most convenient and appropriate cases, they may reduce a bit their staff, and salaries/wages, but they’l still pay fairly, and by no means would they compromise quality of products sold.

They’ll renew advertisement at local level, by distributing pamphlets, and by all means they’ll use enough more Internet, to find the best whole-sellers worldwide, based on sales of products of brands, and they’ll negotiate commissions, where applicable. They’ll surely use email marketing, inform their recurrent clients, frequently on any new products, discounts, up-sells, while using newsletters where possible, and advertisement online may be one of their main policies in this case, (cases of Medium marketing), thus protective marketing, to stabilize their position, trying to get ahead of competitors. Some of them in a bit latent and discrete way, will try to copy or imitate, by customizing and renewing themselves, and use the competitive advantages of their local competitors, but in order to ensure their good position in market and hall of fame, will never proceed to illegal competition, by any means.

(Today 21 Dec 2020)

|  |  |
| --- | --- |
| B2C | |
| Defensive (marketing) | |
| FACTORS  1)Brand (for companies established by 60% at least)  2)Inflation | POLICIES  As brands, companies B2C in case of defensive marketing, will try first to ensure their revenues, reduce functional cost, suppress productive cost, by trying also to keep their current, recurring clients.  In case of inflation, long term, either domestic or at international level, based on provisions of macro-economy, these companies, apart from above (see Polices as ‘brands’) will try to sell as many products as possible, at reduced prices, even at 50% previous price (before period o inflation), to all their so far recurrent clients, not being particularly interested in increasing number of them, nor finding new clients; by all means they’ll try to keep status of so far revenues, they’ll raise prices, but also give to their recurrent clients small discounts, or gifts, or update their policies of up-selling. They’ll also stop buying from expensive brands, or replace some products, thus keep those with lowest price and highest rate of commission, thus approaching also markets abroad who sell same products but at lower prices, and give a relative commission. They’ll try also to buy at currencies of which rate of exchange is lower than theirs, they’ll apply email marketing to clients, and generally they’ll follow conservative financial policies in everything, trying by all means to sell as many products as possible, even to less clients.   1. At times of RECESSION, in terms of macro-economy, they’ll try to suppress production cost by limiting functional cost, this implying that they may also fire people of their staff, reduce wages and/or salaries, and try to make as many sales as possible of course, to even more clients than their recurrent clients, at significantly reduced prices; they’ll try to buy from countries, at very low prices, and sell at relative retail prices. They’ll also seek allies and new partners from Internet, and most important they’ll give small gifts, in order to ensure any customer(-s) possible. They’ll approach markets, to sell with higher rate of exchange of local currencies, or at least to countries of same currency, or approximate value between currencies. This basically and more; they may also replace products, or update prices depending on company whole-sale from which they buy and type of product. –They’ll try finally to promote through advertisement any product or new product, that is attractive in view of needs, but also cheap. They’ll finally try to turn needs to wishes, through all above polices, and may be use new accounting methods, (such as ‘creative accounting). End, they’ll never buy stock from whole-sellers (B2B companies) which they are not sure they’ll be sold, thus avoiding risk investment in practice, and save investment capital; they’ll always thus buy less products, in credit, and they’ll renew their old stock, only when all products have been sold, at ‘current’ prices of course. |

(\*\* This chapter is over).

**Deeper Analysis of Marketing B2B and B2C**

**Features and differences between Marketing B2B and B2C** (Today 10 Jan 2021)

1. **What is Marketing B2B:**

In Marketing B2B, what is realized is ‘’business to business’’ being the same from one company to another one. You don’t sell to individual clients but you offer products and services to companies that need them.

It’s not the type of marketing based on feelings and emotions that sells products or services as such, but it has its main features. It’s a type of marketing based on reason ( reasonable arguments are used) and in optimization of process of sale. Apart from that transactions B2B are usually more expensive than if they were addressed to end client.

Market to which marketing B2B is directed requires knowledge and most complete information possible on a specific product or service in order to know how it will help them in their work.

For this reason it would be necessary, in your Marketing B2B strategy to create a series of contents that help explain to detail what is sold: catalogues, podcasts, explanatory videos, and translated, downloads, etc. This way, company should understand how our products and services can help them to save resources, time and money.

1. **What is Marketing B2C:**

In turn, Marketing B2C, what is realized is ‘selling of business to consumer’’, and this type of marketing is more common. In this kind of process of sale, the most important is not actually reasonable, and generally rational scale of sales and marketing, but actually, feeling and emotion, that product or service delivers, thus convince them they really need it, and by presenting it in a way, thus applying such marketing strategies, so as to convince end-client, that they should not omit to buy it, because, they focus on such properties or features of product and/or services that most people are in need of, or even this product/service is most useful for majority of clients of B2C companies, that they ‘cannot’ do or ‘couldn’t do, but buy it, or an alternate product of it, would match to a certain category of clients a and another type of same product would match to category b, and so on. This type of marketing, make people feel, that they’ll really miss something if they don’t buy it, or they’d have much to lose’ if they don’t buy it.

Thus more central and vibrant differences between two types of Marketing strategies, thus between B2B and B2C are:

Consumer does not choose a product or service mostly for its characteristics and properties, but what it can bring, cause, transmit or deliver to his/her life. What kind of profit, this product and/or service actually have, in fact how one can profit from it

Because in this type of product and services, and relative marketing strategy, what is most important, is the feeling or emotion, the notion of dependence on it, when this said product or service can also turn one’s needs to wish. Unlike B2B Marketing, and products sold through it, that a business can potentially persuade another company that they need the product, or rather it’s already ‘given’ that this business B needs product of business/company A’’, by definitely buying from them, something they already need, thus a product and/or service that is indispensable for company B, in this case for ex., something that functions/works as accessory, and being often indeed the main ‘’accessory’’ as ‘object of activity’’ of company B, and Company A, just has to convince or prove to company B, that product x for ex. has ‘these’ and ‘these’ properties, so that it proves that this x product is useful to consumers, and that company B, has to organize its marketing according to specifications that match those, of product or service x. Thus, these two companies, are in direct relationship between them (in regard to scale ‘sales’), and also in a non direct relation, thus, company A would contract with company B for massive sales, regardless of properties apart, for ex. to what rate this product x is useful to consumers, to what category of consumers is more useful, how can be used from another category etc. But this works as a must between the two types of company, being the ‘indispensable’ factor X of existence and surviving of relation between them. (to be continued..)

More analytically and concretely on Marketing B2C:

Marekting B2C, actually consists in: turn desires to needs, starting from needs themselves to convince customers, that they need product X for reasons 2, 3, so that in terms of Marketing these needs, in the mind of consumers they turn to desrires. B2C marketing and relative strategies, try to present products in thei field as unique ones, by trying to convince people that product X for ex. is unique, that product possibly is not unique as such and in its field of use, but the specific product x1 from specific company or mostly brand A is the one they need exactly, because they focus thus on the competitive advantages of this concrete product, by presenting it, and this can be true, that it has properties like no other product in this field, and that these properties cannot be found in another brand. They thus, through their marketing strategies, these of B2C, want and try to create memories in the mind of customer, having convinced him/her already that it’s absolutely necessary for them to have, because they’ll thus miss a unique advantage of product, this being along with others possibly the exactly competitive advantage in regard to similar products of other brands. Thus they also try this way to create a ‘precedent’, of such product, by selling even products for first time in the field, with unique properties, and which product does not even exist in another brand. They thus want to establish as sub-brand in their field and sector, by claiming to be ‘innovative’ and that they sell ‘’innovative’’ products, that people and consumers basically need, by leaving a relative impression in their mind once they buy for first time. Then, when this product is consumed, and consumer has to buy again, he/she will definitely prefer to buy this product x from brand A, even if he/she is informed that also company B has started selling this product, but in their mind, all this has been already registered and customer (consumer) will likely buy from initial first company, as the need is already registered as desire, through a specific relation established between company A and customer, of dependence on product, that has turned to desire. It’s like smoking and cigarettes, and this actually indeed happens with cigarettes to take an example, by the way, this example: Supposed that company A has started selling cigarettes of brand A, and customers likes very much this kind of cigarette, that even packaging of said cigarette of company B, who is competitor of company A, (from which company A, customer bought this type of cigarettes ) will hardly make him/her to change his/her mind. Because, the need, has been registered as desire, the desire brings dependence, and thus customer will always remember this, in the depth of his mind, having possibly connected this type of cigarette of company A, with nice company, friends, or even mst romantic moments with partner,and smoking this specific type of cigarettes for smoking, The relationship has turned personal now, and this is how dependence is created, in the field of marketing B2C in this case.

(Today, again 16 January 2021)

Let’s mention this at this point, before we go further in text:

That the same Marketing rules and strategies apply in both B2B and B2C marketing but they are applied and searched in different ways. This is explained so: That the clients (customers actually) of big brands, or simple brands are whole-sellers, while clients of B2C companies are mere customers. In both cases, the focus is customers, and sales that will be made. Finally, as real and obvious, they both have clients, both belonging to same scheme of sales and business marketing, since series is : Brand…..>Whole-sellers ..(customers) 🡨-> (B2B) and Whole-sellers<….> to recurrent clients, (single people as clients). They both belong to same mechanism of sales, but as said above procedure of sales is different in each case. More easily: Brands sell to whole-sellers, so that these same products are sold further to customers. (Thus we have scheme: B2B--🡪 B2C and B2C🡨--B2B.

The big difference is the spirit, notion and mentality of sales that is applied and spread in all over business this way.

While as said above B2C companies try to turn need to desires, in a strong vibrant way, B2B try to create needs, that will further in view of mechanism of whole-sales, will be turned to desires. Thus focus and common point between B2B (Brands) and B2C (whole-sellers) is actually same product. But still, as above, process of application and spirit of sales practically are not the same. Because B2B want to make more sales to less customers, and B2C focus on making less sales to more customers. And their common point is whole-sales.

In order for product to be sold, it involves many other factors, just end point is end customer, resulting from end sales, that is B2C. In B2C what is important is end product in regard to number of sales that can be made. But this end –product , in order to be sold to end-user, and end-consumer, has to pass through many steps, for turning needs to desires, B2B companies should actually focus, on finding, locating, and discovering needs, thus Brands (B2B) that will sell to finally B2C are connected, but policy and relative mentality of product, have a different point of start.

In next chapter, and continuing this, we’ll mention examples that apply,in both B2B and B2C, of this ‘different’ point of start, and where they actually cross, in order to raise hence common points, that result through main differences between these two types of companies. Same rules may apply, but the applied marketing policies based on these rules are different. (to be continued). And in order to explain and develop this further, we’ll talk on axes that rule and govern these two types of companies and relative marketing…by examining all relative factor involved in each case, first, thus factors that work as criteria on axes. (Starts here today, ..19 Jan 2021).

Before we analyze all axes, horizontal (general) and vertical ones, (specific ones), that apply for 1) B2B companies and 2) for B2C companies, and how they apply and are applied by them in each case, and also the relative factors involved, to which correspond the relative criteria, of development of companies, (here mostly brands), but also regional companies (hence set as B2C), we’d rather say this:

That all types of companies, B2B and B2C, have a common central horizontal axis, which are sales, number of them and then number of customers: Actually, as said above in the list of differences, B2B companies seek less customers but more sales, in bulk and amount of sales, and on basis of same axis these apply to B2C companies, but in a different spirit: more customers, less sales..Thus both types are subject to this general central axis, that defines their way of function. Then vertical ones as said specific axis include the criteria of purchase of customers, in regard to amount of sales (for B2B) and number of customers mostly for B2C companies. Thus this way, in a potential graph, the vertical axis are essentially the same, having also different application for each type of companies: The criteria of buying, which upon being applied in part, will also in this case ‘confirm’ type of company and make difference between them, the two different types of them.

Thus in first case, (B2B), the number of customers is lower than number of customers for B2C, as the criteria of purchasing companies/single customers are obviously different between them; thus speaking of marketing strategies in B2B, and marketing policies for B2C. Strategies involved for B2B, are how they decide to choose whole-sellers for example being brand themselves: They’ll seek partners, thus whole-sellers, on basis of their capacity of investment, and possibility to buy a certain stock, to have as B2B in this case. Thus,let’s specify here that a B2B company can either be a brand selling to whole-sellers, or whole-sellers selling to B2C, for ex. in case of cosmetics we’ve talked already: A brand for ex. Max Factor, Avon, Wella, Loreal, will chose the regional companies of countries to whom they’ll sell, and along with capital of investment and their possibility to buy stock, and be able then to resell, is up to them. But they usually seek, companies, through contract of course, and those who are also extroverted and transparent, in order to ensure highest amount of stock purchased by them, but that in terms of micro-economy (short term economy), they’ll keep buying round the same steady amount, always made through contract. Thus these companies, of examples as above, will diffuse their products anywhere, provided that from their side, they’ll always be able to pay relative commission to them, their percentage, talking here about original brands as names above, and this constitutes their type of horizontal applicable axis. –They’ll seek partnerships everywhere, with usually in this case, a higher rate of exchange of local currency, from where they have extra revenues turned to savings for further investment of product creation and construction, so as to keep standard amounts of revenues, and this will be part of their investment, to pay also as funding source, their commission, being in countries with lower currency, where they’ll save less, from paying commission in local currency to them, but ensuring in above way their revenues for further investment. Let’s say this now, another horizontal axis for them, is to sell also to companies with higher currency, but in this case, they’ll seek even more partners, selling at a lower price, but paying commission to them, they’ll pay less, that’s why they may seek even more partners in this term, although their central strategy is to find whole-sellers, of same local currency and act, and define terms of contracts with them accordingly. (We’ll see in next part, how horizontal axis apply for B2C companies buying from B2B, and further to customers, as also horizontal axis in this case..(Today, starts below, 24 Jan 2021)

Now let’s talk and develop the same as above for companies B2C: We’ve said already that the main horizontal axis for both types of companies, B2B and B2C, is sales, and while B2B focus on number of whole-sales, thus more sales less customers, as description above, B2C focus mostly, as their horizontal axis, on less sales say so ‘’per piece’’ and more customers, to balance their revenues. Actually B2C companies sell retail, thus they try to obtain as many potential single customers as possible, by further trying to make them steady customers, thus current ones: Actually B2C buy from whole-sellers, thus B2B companies, and their primary criteria, thus vertical axis is based on criteria of purchase of customer. They’ll thus have to estimate cost of purchases monthly or yearly from whole-sellers, and they try to sell out their whole estimated, purchased stock (from B2B com.) monthly or yearly.

By focusing on main criteria, vertical axis that is criteria of purchase of customer, they apply many policies (Nb we’ve said that in B2B apply strategies, while for B2B strategies are policies): They’ll thus choose to buy stock from brands, at reasonable prices, balancing thus their rate of commission per sale, and they’ll advertise this: Thus in shop and live sales, staff will try to present a product, as an innovative one, that meets, needs, and they’ll try to convince customer on any additional good and useful properties, that product X has, so as to turn their needs to wishes, so that customer gets dependent little by little on this ‘x’ product, and always buys from same shop. The same policies apply for single Dealers, who are independent contractors of say here as so far for ex. ‘’companies of cosmetics’’, and they’ll try to apply all policies possible to make the sale, but also make customer ‘’a’’ a recurrent one. The difference between live shop and dealer who works remotely, is that selling staff in live shops, will usually follow instructions of company, while single dealer, still in B2C, will try to apply his/her own policies for same purpose: Less pieces and more customers possible in this case. –Thus while one of policies of live staff in shop is good training to get to know how to apply policies of this retail company, including also good manners, interest for customer at individual level, then so does single dealer, on basis of MLM marketing, to make a sale and keep the customer, in both cases customized service in both cases. One can see at regional level, in his own town of residence, junk mails coming to his inbox of emails, as well as posters throughout ‘’small’’ or ‘’bigger’’ town that present and call customer to buy, and in this equivalent case, dealer, if he/she’s good at his/her job, will do the same, thus send emails to his/her customers who have bought at least once, to inform them about new products, with the relative attractive photos, or policies of up-sales made individually by dealer, apart from sets offered by company itself, and dealer just has to promote them: The purpose is common in this type of marketing: sell fewer, but to more customers, by turning needs to wishes: For ex. a nice packet, with detailed labelling, nice colours, to attract customers, all this based on policies of marketing of advertisement; while dealer also, in order to turn needs to wishes, through dependence, will usually talk, face-to face also, apart from informative emails on new products-the additional properties of a product, through first its impressive appearance, (vertical axis), as first step to turn needs to wishes, but also (vertical axis, on basis of criteria of buyer), all useful properties of product that make it useful to an extent that customer, will keep on buying, from same brand, same dealer, -who also may personally give gifts-, or make a further discount, on his/her own, to customers that have purchased once or twice, to make him/her a recurrent customer, and this can apply, in case mostly, that customer has some time, ordered a ‘good’’ rich batch of many products, that give possibility to dealer to give a further discount by customizing service to him/her.. (Starts here today 6 Feb..)

The term ‘customizing’ and ‘customization’ has here in marketing B2C many meanings, actually means a lot and it has also many applications. Thus, customers in B2C marketing want to pay for products, actually ‘what they deserve’, they want products to have properties as described for them, and actually they also want price they pay for a product to correspond to its true value, as object, tool and product, that has turned their need to wish, though mediation and capacity of dealer: Thus, customers want actually ‘return’ of price to them, as ‘personal reward’ and corresponding to their personal value, thus they want to be treated not as single customers, namely ‘productive units’ but want to be given personal value, in respect to value, this is is price of product. It’s only then, that their needs would turn to wishes, by ‘requiring’ a relative also behaviour from dealer apart from quality and properties of certain product.

Thus, we’d say that marketing B2C is actually the marketing of ‘customization’ since dealer and client/customer are involved in a more personal relationship, and here dealer/vendor should have the capacity in terms of personal behaviour toward customer to turn needs to wishes, that are also ‘very promising’ or should be ‘very promising’ in fulfilling, all, needs, wishes, and then, the ultimate capacity of dealer and products he/she sells should be turned to fulfilled dreams potentially, before customer buys again. It’s this way, that the list of clients/customers and indeed recurrent customers is built. When a customer buys for first time, usually one (he/she) is cautious. They may have doubt of true value of product, and whether it actually deserves its money. Thus, at this point, dealers/vendors have to be honest to them: They can’t and shouldn’t either lie on qualities or properties a product does not have, or whether it will be useless in a short while, or be for one single use only and then over, unless customer knows it in advance. These are rules of fair marketing: ‘’I am Okay-You are Okay’’, (marketing of Psychology), and then ‘’I am as you like me’’; thus apart from good quality, and true value of use of product, customers need to know that they pay, finally what they personally deserve, often seeking to find a point of ‘reference’ in regard to their personal ‘status’ and personal believed value from them and of them. They need to feel ‘safe’ as individuals about their identity, that they seek, even unconsciously to find within and inside a personal relationship with dealer and vendor, in regard to what they buy, pay and use.

(Today, it starts here 10 Feb 2021)

Thus, as we know marketing is fair and honest itself, namely as such. There are though fair and honest policies here talking on vendors-dealers of B2C marketing, who sell to single clients for their own use:

First of all, what is important is style of dealer, for ex. how modest and humble one is: This is seen from the way a vendor-dealer (of B2C) approaches client. He/she as fair, clever but also honest policy is the way he/she behaves in all terms from very first time; lets’s note and remember, that a dealer should never start talking about his company, his products from first time, he/she wants to approach a customer whom he/she has in mind, someone for ex. whom someone else recommended to them, or even the groceries/baker, cigarette seller from whom dealer also buys every day or from time to time, first impression is always crucial, and the very first time, dealer approaches these prospective customers to sell his/her product. If for ex. the ‘potential customer’ to say so, has been recommended to dealer from someone else, who also has bought cosmetics at least once, and is happy with products, having obviously talked to this ‘new customer’ on products and recommending dealer A, dealer should not show immediately that he/she knows, and should not seem try to catch opportunity, to start selling products, and even worse, ‘massively’ but should first make a polite introduction, slowly, in discretion and little by little, unless customer starts talking on purchases first. Then dealer, should never start selling orally; usually for these companies who work with local dealers, (B2C always), company issues a monthly magazine with first hand products and what’s on and sold ‘currently’. Then dealer should say, for ex. ‘let me give you the magazine to you to choose on your own what you want. There are always prices written in coloured pictures below each product, discounts of packets of different products, usually in impressive pictures, and thus customer will feel free from very first time. And attention here: Dealer should never start with discounted products, actually, if this first and potential customer, for ex. a woman needs a cream for face, then, in advance, dealer will talk on kinds and cases of creams, according to what she is searching, and will help her choose as well. For ex. a cup of coffee, with a couple, where only woman wants to buy, but if her husband, or partner joins coffee time, it’s most possible and probably, than a second customer is already potential. Dealer by no means should make a discount from first sight, as this may seem a ‘clumsy, though innocent, ‘small’ ‘blackmail’ to say so. Dealer must also show he/she is equally professional, and does not seek friendship, whereas also this is possible when customers A, B etc have become recurrent ones. Then he will surely start suggesting them up-sell packets (packets of different products that are sold together in one single price, that is below total price, if only customer bought separately each product of them. Always, a smart (in the meaning of politeness here), elegant manner is the smartest way of approach. Thus always, not only from first sale of first day to someone, should dealer look professional, while, he/she must also study thoroughly the list and consult it, to show he/she’s informed to detail on products. (Start today here..)

Thus, what does a client want and seek from a dealer-vendor B2C? Client wants overall professionalism, honesty, reliability, and consistency. As client won’t only, or rather by using a product for its own use, he may take this relationship, with dealer, seller-buyer, as ‘’too personal’’ some times. That’s why, deeply client seeks for customized relationship, at all levels. The fact that client uses product for his/her own use, gives him/her right to be bit more demanding many times. Client, wants to know in advance, what sort/kind of product will buy, and wants product to deserve its money; he wants this way, even in his/her subconscious to ‘’add value’’ to himself/herself, considering product something that represents him. Client may show distrust to dealers who ‘rush to sell their products, including also, from his/her side (side of dealer), a conversation starting on his/her selling products from first encounter. Even if another person has recommended seller to buyer (client), he/she (buyer) always wants a smart, and polite introduction, as if dealer is addressed only to him/her exclusively; and furthermore buyer wants to see seller, basically and above all being really interested in his/her needs; thus relation of confidence and mutual trust can be built, and once buyer likes product, and feels that it deserves its price, he/she starts having more self-esteem, as a ‘human being’ more than a ‘mere unit of production’..And if also, he/she has had bad experience from past, thus not having got the service required and he/she deserved, buying just from shops in market, once or twice anonymously, then client does not want to see this repeated. Now, in terms of psychology of marketing, client must be convinced first, and majority of clients try and want to make sure that product or products will be useful to him/her. Thus on basis of mutual esteem, and respect shown from dealer to client, and if product is not too expensive, actually affordable for client, then this is the first step to success. Dealer will make money, may also have gained a recurrent client, or even a friend, and buyer will enjoy product-as said above-something to which he/she feels internally committed and a product that expresses him/her and satisfies them. Then, this a first ‘proof’ or at least ‘indication’ that dealer is first trustworthy and professional. It can also be the first step, to both of them, and mainly and mostly, the ‘cusp’ of a wish converted to need in terms of this procedure. And that’s the main goal achieved at first sight from dealer, while client will keep enjoying his favorite product, feeling it most like a gift, than a purchase intended just to meet his/her daily needs. We’ve thus covered the two main properties, and advantages a dealer B2C should have, professionalism and trustworthiness. (Starts here today 19 Feb..)

Now, there are too more scales that are important for dealers and vendors of B2C: A dealer can conclude his/her sales with success, by also being honest and consistent, these being primary advantages in jobs of dealers: Thus, if for example, a dealer has two new clients that are not recurrent ones yet, then these are basic and crucial policies he/she must apply, mainly in first contact with them: Suppose, that new client is a couple, of a man and woman, and they both need to buy cosmetics: then dealer, should be able and interested in discussing the particular needs of them, in each case; for ex. they want to buy shampoos, simple example: Then this first time particularly, dealer won’t/shouldn’t give them the monthly magazine for them to choose, but he’ll discuss first with each one of them on their special needs: this is he’ll ask: a) for man: what type of hair he has, how often he can or should wash his head, whether for ex. does he have greasy or dry hair etc, then he’ll mark in the magazine the proper shampoos for case, and give him the magazine to read and choose; he’d be able to help him in choosing the exactly right shampoo for him, then give him the magazine to read all details and price. –Then same for woman, asking for a face cream for instance: he/she should ask her, how old she is, the type of her skin, the exact type of cream she needs with specific properties for her case: (for ex. does she need a moisturizing cream, a rejuvenating one, one for wrinkles, etc, then suggest her a range of creams with the specific properties each one has, for ex. the same company for whom he/she works may produce and sell two-three different types of cream for same case. But, since there are always even slight differences in ‘similar’ products, none of them, is ever exactly the same and with same properties as the rest ones. Thus, dealer should show he/she is interested in helping really products, from which buyer will be 100% happy, so as to keep on buying the same ones. This is the way, a vendor can acquire and make new recurrent clients: It’s the first step to make customer, turn his need to wish and so on. There’s some mistakes that an experienced vendor with many recurrent clients never does or repeats: First time of purchase, he/she’d never propose additional products, for ex. also a musk for face, or face cream, from first time, because there can be a misunderstanding that vendor just tries to sell. And yes, dealer must be honest and not greedy, if he/she wants to do a really honest job, loving his/her job of course, and make recurrent customers that have or will have a high esteem for him/her and keep on buying from this vendor-dealer. And another mistake which is also a must for success: Never show that he/she tries to sell the most expensive product, if there are more affordable products of same time and for same purpose for customer. Then customer, will obviously want to buy more different products after a while, then purpose of marketing B2C is ‘’thus’’ fulfilled’’. Dealer has gained customer who will probably be a recurrent one, and buy more products from him. Let’s note there is potentially a contradiction happening here: The spirit of B2C marketing, as above in the list of comparison of features and differences between marketing B2B and B2C, is to sell less but to more customers: Indeed dealer can make more sales with less customers, and even make more money if he/she follows above policies in his/her job. Of course he/she should try hard, in the first few months to obtain customers, but, after they become recurrent ones, as long as dealer has made a big list of them, many of them can potentially buy often enough, included further a whole family, by selling good quality products at more affordable prices; this of course depends to policy and prices of company, but if customer is convinced that products are good, and affordable enough, he’ll keep on buying, and be determined to pay any value while product deserves in terms of quality, then dealer having to customize his/her job, as per all above described so far, this is actually the key of success for him/her: finally gain fame, even a bit later in future; he/she’s have established his quality of work, his/her own fame and fame of company. (Ends here today..)

(Starts here today, 23 Feb 2021)

And let’s also add here: In the frame of honesty of dealer-vendor, he/she should never tell customer, either potentially recurrent one, or mostly first time, or already recurrent one, that a product has for ex. substance ‘’X’’, or quality ‘’A’’, if really product does not have, only to make sale. This is absolutely not ethical, and against standards, and moral rules of behavior as seller. Because, customer will soon discover this, and then all trouble will ‘fall’ to vendor-dealer, along with bad fame of company for which he/she works.

All above are axes of marketing strategy, in fact vertical axes, while horizontal main axes are those of consistency and overall responsibility. Thus: dealer should always check orders, check where one or more products are sold out or not currently and notify client on time, not later. Also, if there is delay of packet of customer to arrive, and customer has given the money for order to dealer in advance, then dealer-vendor has definitely to inform customer on delay of order-mainly if massive orders for several customers for a certain period are made-and the course of his/her money.

The criteria which are based on these axes, actually corresponding to them are a) the criteria corresponding to above vertical axes, are behavior of customer over all, mainly after a while, upon which, success or failure of collaboration and transaction between dealer and customer is judged. Then, the criteria that correspond to horizontal axes, are how often for ex. customer is eager to buy, again and again, or if a recurrent customer, after a while of regular purchases, starts delaying to buy, then dealer-vendor must start wondering what’s wrong with him/her. Then it would be better have a sincere open discussion with them. If a customer has stopped buying a product for a rather long while, while he/she used to by regularly this same product from vendor, then this means two main thing: Either he/she does not use product anymore, because he/she does not need them anymore, than it’s Okay. But this same could mean that customer is somehow, and somewhere not happy with collaboration or has found something new better from another company. Then customer should not insist anymore, and keep taking the orders as such now. Then, the question is number of sales, and the main horizontal axe, where, quality of products, fame of company and behavior of dealer-vendor play an important if not, critical role in total sales currently. And these are criteria that correspond to all horizontal axes mentioned so far. (Ends here today..)

(Starts today 2 March here..)

And yes, while main horizontal axe in B2C is number of sales and vertical axe of this same one is number of customers, the relative horizontal axe for customers is their behavior toward buying products and be if so recurrent customers, the equivalent vertical axe for them is their attitude toward dealer-vendor, as they ‘’don’t’ see..company directly in this case but behavior of dealer-vendor toward them, who is the very first person they see in company, and at the same time the ‘’last person’’ behind products; thus the criteria of both horizontal and vertical axe is their overall reaction toward products and their final decision all time, on whether to buy or not.

And while this depends by far, on behavior of dealer toward them (customers), dealer-vendor has to apply some strategies, that may not be given to them as instruction from company, but as they are self-employed, they have to ‘invent’ them at personal level and apply them finally.

In order to win customers, customized service as above along with other advantages of character and personality of dealer play a crucial role, in number of total sales first, but specifically in B2C the number of customers gained within a while.

Thus customization lays in ‘personal services’ of dealer offering to customers per case. Dealer needs to have a pleasant personality, and let customers decide freely, by always giving them feedback, either first or second time customers or recurrent ones. Some of these strategies are:

1. Interest in distributing and providing them with the monthly magazine of new products of cosmetics and guiding them in this ‘journey’ of customers, thus help them to decide, each time, by not being ‘’oppressive’’ by any means but let them feel their real needs to buy a product each time, that will turn them to wishes, which, for companies B2C is the final goal, meeting goal of company through dealer but also needs of dealer himself/herself.
2. 2) Inform recurrent customers on possible packets given each month and let them notice this in the magazine, but focusing on their true needs, that in cases that dealer already knows them, or should know (case of recurrent customers..). Thus in case of recurrent customers and after a while, dealer, having already noticed their needs, should make a packet of upsell, self creation and inform (recurrent customers) approximately. He’d do this once a while, thus say, every three months, four times a year, by already knowing their needs.
3. 3) Send them emails, with photo of magazine attached, and get their attention to specific products, customers may have ignored, and which vendor-dealer knows customer(-s) may need.
4. 4) Dealer should know days of birthday, and even of whole family so that send them emails of thanking along with personal wishes, on these days. It’s a matter of custom and good manners/politeness in these cases. He’d also do this for days of name days if so. And by the way, inform them on all above, if really a new product exists, or make just a free gift, on these days, to customer or their family or on Christmas days for ex. gift something that is good for most members of family or all of them, where customer won’t be charged a cent. This shows gratitude of dealer-vendor to (recurrent) customers and a true sincere way to say ‘Thanks’, thus showing his/her continual interest toward their needs; for ex. a gift, that can be a shampoo for whole family, and needed by them.
5. Or also, by having their phone number, if they live (as usually) in same place, give them a call, to send his/her wishes.
6. 4) Also here some detail which may be important as well: For ex. if a product, whatever retail price it has, costs, say for ex. : 13,34 USD/EUR etc. dealer should never charge the cents remainder, but should better round down to 13 USD/EUR, this is very important, either in the beginning, when customer has purchased once or twice, or if customer is already recurrent one. It’s an honest way to show to customer, how much dealer cares of them. Or if for ex. customer wants to buy any time, some products that definitely needs, but can’t afford price, then dealer should be flexible (vertical axe), to give customer either a lower price, by reducing this way, his/her personal earnings, or give them the possibility to pay twice, for this same product, as they want, thus, half of the amount time ‘X’ (first time, and upon delivery of product), and the rest, on a specific day, that customer would be able to pay it. –This is a practice, applying mostly to recurrent customers, where trust is already established, or to build further with customer trust in the long run. If customer for ex. can’t pay the second part of total amount on day agreed, then being a recurrent customer, dealer could give them a second chance. If customer does this not being already a recurrent one, then vendor should ‘not’ approach them again, trying to get the money of course, or if customer cannot provide clear and true information, then dealer should leave this customer and ignore him/her in future. –Note: Of course this tactic should be mostly applied for recurrent and trustworthy customers..(Ends here today..)

Starts here today (6 March 2021)

Let’s remind that above policies are customer targeting, and they are the basic horizontal and vertical axes, on which relative mentioned criteria are based as well. These policies focus on customers. –Now we are going to describe policies of branding for B2C companies first.

Thus, what other policies can dealers-vendors apply for their company, based on instructions and permission of company to them of course, to help themselves by helping brand at the same time?

-In terms of email marketing which is very important strategy to be applied for branding, and also for vendors themselves, in at least an indirect way, but also direct way, why not, then dealer-vendor should focus:

1) Send out, within policy of email marketing, bulky-massive emails through Internet to spread the work on his/her brand company (who pays them working for them), advertise its products, and their competitive advantages: Thus, what are advantages of some products that other companies may not have? Why customers should prefer brand of dealer ‘X’ instead of another company? For ex. brand ‘X’ excels in face creams against aging, or shampoos, or perfumes etc? In this frame, dealer-vendor should mention some information on company, its past history, success stories, and give in written emails specific information, on products on which his/her company (brand) actually excels. But dealer-vendor must be careful, for not being considered for ‘illegal competition’, thus he/she should not mention of course that ‘’other brands or brand X1 does not have such shampoos, creams, shower gels’’ for ex., and he/she must be sure of what he/she writes and content of message he/she sends out, to give consistent information that correspond to reality. –Of course, we should’t omit here to say, that content of any email marketing-else customized by vendor, should be followed by the relative photos, and versions of photos of each product along with prices. Thus, he/she’d first proceed to general messages, but duly informative ones, and then, if he/she gets an answer from any people interested in knowing more on products and buy, he/she’d be able to give them specific and sufficient answers on any products that interest them. As dealers-vendors of cosmetics work locally, it would be better and time saving, to inform in his/her first marketing email, where does actually company/brand X work, or has dealers available, thus in which countries, cities or towns, and ‘send’ them to the right place, or also send them site links to help them find information on their own easier. –Let’s add to this, that dealer-vendor, could also translate content to basic languages, of emails marketing sent out, like French, Spanish, German etc, to expand his/her business, and spread the word on brand-as said above- this way, when readers see something in their native language, they’d be more prompt and eager to get to know the products and buy. Or, speaking now of an advanced MLM dealer-vendor, that has let dozens of other dealers subscribe after him/her, and where in MLM companies, he/she gets, the percentage of commission of their own sales,-this paid to them from company/brand, directly, then in this case, dealer can hire freelancers further, who could translate the content to more rare languages for a fee, to help his brand expand to other places of the world, and assign colleges, thus other dealers-vendors who work for same company in other parts of the world, -find them through information of company itself- to do same in their own country and local place. Also, from time to time, dealer-vendor could use the Ads system, and send clickable links of direct or indirect information and updates of his/her brand that thousands of readers may see and become possible at least potential customers, to buy at least once, and more from any dealer-vendor of same company, in any part of the world, country, town and city, where company works; this should apply mostly, for companies that are relatively new, and are not established as brands so far as others, but already do have products that excel, in lower prices. Of course, as we know, the main horizontal axe, for B2C companies is that they focus more on number of customers that number of sales instead, but price and quality of course of products play the major role in whole process. –Then, once a while, the established dealer, should also hire freelancers with content writing, or copywriting, to write on brand ‘X’ or smaller company mostly, having made a good start but not brand 100% yet, articles, and copywriting articles, on any updates of central site of company, informative content, on important substances that some products may have, and thus are useful to buy.. (as main focus is to turn needs to wishes), here mention-as above said all competitive advantages of products, in view of price and quality, any other remarkable polices of company, or any innovations adopted from company, and innovative products launched, complete description in press-releases written by freelancers for a fee. Dealer-vendor, having tried few times, if he/she finds out that all these methods work, being an established dealer-vendor already, could ask, say for at least partial funding from company on this, to further support his/her initiative and help both company and themselves.

Let’s not forget, that feedback to readers, or at least potential customers, not once a while, but quite often, with renewed content is most essential.Dealer-vendor should be able to inform readers, on how to find themselves more information, easily, and give them relative instructions. How knows, in Cosmetic brands, many initial buyers-customers who have been satisfied from products and look for work have become dealers-vendors of this same company later, by ‘’giving back’’ their reward to previous dealer of them, and subscribe after him/her, and so on, within perspective to make net sales themselves in the future, but also recruit new members with the same procedure themselves. ..(Nb Dealer should have an eye on details of policies and changes made by his/her brand any time, and inform any interested potential buyer or reader respectively. Thus, in short time, dealer now, apart from general first view email marketing campaign, should be able to inform interested parties as above, on discounts offered on products ‘a’, ‘b’, ‘c’ etc, any up-selling packets offered from company to customers ‘this month’, and of course in personal terms dealer should be able to offer to specific categories of customers, customized packets of up-sells, and let’s say something here more, we didn’t specify in the previous units on this same subject, -B2C companies-packets of up-sells should include products together, that constitute a packet for a specific purpose as a whole: For ex. ‘’care of face’’: A cream for day, price x1, a cream for night, from this special brand, face-cleaning milk, lotion, all in a reduced price accordingly. Or, if products included in a packet of up-sell, are somehow irrelevant between them, in terms of purpose of use, dealer should not just give packet, but equally interested for ex. to include in an up-sell packet of entire face care, that includes for ex. products as above, not just add an irrelevant product, for ex. add a shampoo or perfume, but offer for ex. an eye cream for wrinkles, that won’t be charged ‘this first’ time in the packet, to help fame of his/her brand this way, and gain future possibly recurrent satisfied customers, helping, as initially said, branding and himself/herself as dealer..(Here it starts..today 10 March 2021)

There are also some other practices that dealer-vendor can apply, to help himself/herself and also the brand. These are: For ex. put a review and more reviews on products of his/her company, or company(brand) itself to as many sites as possible, also he/she can engage freelancers already working for him/her, as above- to put to languages other than English on relative sites, and also encourage other dealers-vendors working in same company, in other countries and locations (towns, cities of his/her country, where company is active), thus expanding good fame of company, and multiply at least potentially, number of clients, which is the main focus of companies B2C, regardless of amount of sales, this being a secondary horizontal axe for this type of companies, but as we already know, if number of clients raises, number of products sold will raise accordingly..Thus more fame, more funds this way. Also, dealer-vendor can encourage recurrent clients or those potentially recurrent ones, who have purchased from him/her at least twice, to write paid reviews, or non paid ones on sites suggested by dealer. This is an effective way, to expand funds of company, whether brand or not, and if not brand yet, but established at least up to 60% ‘so far’, dealer can help this become true, in the future.

Also, in B2C companies, mostly those who work, on system MLM (‘Multi-level Marketing’) there are shows of products organized upon decision of company, and generally policies, in towns or cities, where there are enough dealers working for it. These are organizations of show of new products in hotels usually, along with digest of company from internal employees; the more remarkable are purchases of products of this X company, talking here of cosmetics, the more frequently, shows will be organized in big cities of a country, or smaller towns, where company has already a successful presence since few years. Then by inviting recurrent clients personally, by dealer, for a tea or coffee along with show of new products in a hotel, say once or twice a year, in smaller towns, and more often in bigger towns, these clients will have the opportunity, for ex. to bring together friends, or relative or known ones, to meet people of this company in person, to see new products, and increase their purchases, and an opportunity to further chat with dealer-vendor, to detail. Then also new people who will join them to there and who will see products and get to know company better and more closely may be interested to become clients-there will be many of them who will do so- if not all of them, being a way, for dealers directly and indirectly for company to expand purchases, through more clients, being the main goal of this type of companies. Then each dealer-vendor will give a call to all his current clients to inform them on this product show, while also during this event, customers will have the opportunity to chat and address to dealer, any complaints, while dealer will further transfer them to high rank employees in order to correct any faults made from company, or improve weaknesses, etc. This is a proof that Company, through dealer, that customer knows, is really interested in making customers happy and help them meet their needs, starting from wishes and finally become needs, this is the main vertical axe of company, where main criteria based on it, is true satisfaction of customer, and possibility, on basis of MLM marketing, become dealer him/herself. Also these events may include focus parameters, such as for ex. oral reviews and a note book left on the desk in the end to mention their comments deriving from experience with company and local dealer, so far. Thus most recurrent clients, can be invited to tell his/her opinion orally, in front of all the others, how well he/she’s satisfied so far, and what are the main reasons for him/her to keep choosing same company so far, by having become recurrent clients too. This works as an oral review, so all other people who are present will be able to hear all ‘’good words’’ on company and possibly become clients. Let’s note here, that there are clients who buy specific products for ex. from cosmetic company A, and other products from company B. These events also work as opportunity to attract clients to buy exclusively from them, but in an honest way, and without pressure on possible new clients, and at this point people who will talk during event, should be able to show off competitive advantages of company, but objectively, and without any notion of even potential illegal competition. Let’s remember here the principle of ‘action-reaction’ that the more free one feels, the more he/she will react or is likely to react positively, toward any attitude, in view of this we are talking now-in future. Let’s also remember, that many companies have managed to become brands, though word of mouth and not only funds invested, or just good and affordable prices of products.

(Today 21 March 2021)

Let’s now talk on B2B Companies a bit: As we’ve already said and know, this type of Companies differ from B2C ones, in terms of number of sales: Thus, while B2C ones focus mainly on number of clients, and hence number of sold products respectively, B2B companies, focus on number of sales and products sold totally, but massively and collectively, thus being companies named B2B:’’Business to Business’’ will sell number of products, namely do ‘’gross sales’’, being as above to type of companies, namely shops, belong to type ‘B2H’: ‘’Business to Humans’’, these are mere shops, smaller or bigger that will sell ‘ad hoc’ and cash to clients who visit them to buy once or twice or more, one or two products or packets of products once a while, regardless of the fact that are recurrent clients or not. Let’s note here, that in province, and smaller cities or towns, brands of B2H, are usually franchise, of brands with head office and center in capital city of the corresponding brand, and they usually buy from many brands B2B, who provide them with products and stock of them, for further sales in a while, having to do, with size of company (B2H), number of staff, here talking on cosmetics- and they usually dispose and sell products from many brands, such as say, Avon, Max Factor, Loreal, Wella, Clinique, and many many other B2B companies, that produce products initially in their factories, and provide B2H companies in many countries all over the world. Let’s note, before we continue, that products of such brands, can be found not only in big B2H companies, that are franchise, of national brands B2H, locally, but also in smaller shops of cosmetics, who definitely buy from these international brands B2B as above, or products of national brands B2B, while brand-franchise shops can also have equally products from national brands, in already developed countries, usually not countries in development. The choice is of client, thus there is a connection, of B2B🡨🡪 to B2H, thus B2B companies provide B2H companies who sell live with stock, to be sold in a while, on basis of contract (we’ll talk on possible terms of contracts and parameters), usually paying in advance fro stock purchased, and it’s up to choice of client to go to shop a or shop b, or shop c, who sell same products to buy, while if clients use to buy from B2C companies, as Oriflame and many others, among which is Avon, and many others, this may mean that for some reasons clients locally, (in smaller towns) wish to buy from single dealers, but they address to them to buy from a specific brand, and many other clients, for any reasons use to visit shops B2H, to buy products cash, for any reasons, either because they want to have a live contact with staff and products, or staff in a concrete (B2H) shop is very polite and informed, or in this shop b, or c, some products are much cheaper than others, or for ex. their mother, used to buy from there, and thus shop owner, of small shops (not those of big franchises of brands), will give them discount more often at personal level, or because some specific products of concrete companies/brand are sold at much cheaper prices, in that shop usually, or because client (say women but men also), go for shopping once a while, and buy also some other extra products once, to use them for a longer while. Before we continue, we should say, that-talking mostly for towns and cities of province-women tend to buy from well known local franchise-brands, who have opened in their place a big multi-shop, having everything, and where they’ll find many products at much cheaper prices, included a variety of products, thus saving time this way on daily basis. The competitive advantage of B2H brands with ad hoc shops, selling live, is that they sell usually much cheaper, -for ex. color shampoos are much cheaper, within a bigger variety than super markets, and specialized staff, per department, who are usually well informed and polite, and there are specific staff appointed per each main type of product. Thus, other staff that help women to choose the perfume that fits to them best, different staff for make up products, and different staff for hair color shampoos etc. Thus from this point of view, B2H brands tend to be like B2B companies, as they are also in direct connection with them, with common interests, and therefore different terms, usually more favorite ones that single shops, of still type B2H who do exactly the same work, but who may sell some products more expensive, to be able to afford their purchased stock, try definitely to keep their traditional clients, for ex. daughters and sons, whose mother used to buy from them for a long while in the past, when the big ‘’local frachise-brand’’ didn’t exist yet at that time, and of which shops, owners inherit and replace their parents, thus son inherit his deceased father for ex. who used to keep that shop and sell 20-30 years ago, and this shop survives due tradition and good hall of fame. These small B2H also may change and apply policies to stand competition from all points of view, included the usual simple policies of gifts and discounts to traditional-recurrent clients; usually clients today of cosmetics prefer to buy from franchise-brands, mainly from hall of fame, based on advertisement, and word of mouth. Also, as said above, and we repeat, many products are sold much cheaper in these types of shops, while they are available in big varieties, from where customers use to buy, what they need, mostly for these reasons. We see here, that B2H companies directly connected and buying directly in massive collections from B2B brands, (Avon, Max Factor, Loreal, Wella, Clinique, Gucci..) focus both on number of sales, this applies mostly for B2B companies, brands of original production, while B2H, as central axes of purchases-sales and end points of sales, smaller or bigger ones-focus on both number of sales and clients, a combination of these two, and let’s mention at this point, B2C companies, as described in the whole chapter above, focus mostly on number of customers and hence number of sales.

(End here today)..Next time, we’ll say few things on policies applied from merely B2B companies, and next we’ll do the same for B2H companies, and then a comparison of these two, in terms of end client, policies, for end clients of B2H companies, that derive many times and are related and depend on policies of sales of B2B companies to B2H ones, general axes and criteria. We’ll try to make a list of comparison, between B2B and B2H, as we did at the beginning of book, first pages, list of comparative criteria between B2B and B2C, trying to do the same between B2B and B2H as much as possible..

(Today 6 Apr 2021) next part of stuff, on policies and strategies of B2B companies:

As we already know B2B companies are those who produce products (here cosmetics) directly, and sell to B2H companies that work in live shops. B2B companies are either brands, or semi-established brands, depending on quality of products first, prices, and generally fame of them, in regard to these factors but also on basis of their production polices and selling policies of them. Thus: Of course development of B2B company depend on capital invested for creation of products, and how they spend and distribute it. It’s not an absolute independent factor as such, as most smart of them, will invest fairly their base capital, to produce products of quality, pay staff, and in this view, amount of capital is important of course, on what kind of raw materials they’ll buy to produce products of quality. These materials often cost much, but a smart strategy of them is combination of materials for product creation, and proportionality of use of each one of them, so that their money is not wasted, but indeed create good products with the lowest cost possible, and thus sell at low prices, generally to gain a good hall of fame, expand further and become brands. What is most important in this procedure, is share of cost, also to all subjects and factors involving production; this is balance productive and functional cost respectively, so that any amount of money left is further invested in a profitable and wise way, or left as funds of capital, that will help them expand further, namely open new centers of production if possibly worldwide, and become big brands with the time. Of course let’s note in advance, that this process and transformation can take place slowly, within and throughout a testing period overall. A key factor, for a new such company is experts they hire, by focusing on paying them well, to design products and also advertisement. Let’s remember, that beginning is half of result in everything, as proverb says. Thus centralization belongs to first phase until they are almost established, while decentralization, thus further expansion belongs to a second or third step of their development. ‘’Doing and further doing through creation’’, this is generally how a brand is built and grows.

Advertisement cannot work as such, if it’s not followed by all proofs and guarantees that things are really as they are presented. For ex. for quality and effective advertisement, what is important is that in magazines for ex. product in picture is the same or as same as possible with real product, and prices of course, no hidden fees, clear, smart and convincing messages that correspond to reality. Given all this, amounts of advertising may be spent in terms of good proportionality to sources that are most often accessible from clients. For ex. television, or Internet are good sources of advertisement, and better than radio and newspaper for ex, while magazines are a source of advertisement as last step, to clients at more personal level, when company is already ready to sell. .(It continues next time..)

(Starts today here 11 Apr 2021..)

The advertisement is generally for Companies one of the most important, ‘vertical axes’, in terms of expansion of business, brand establishment, and final revenues. Of course the cost of advertisement, here in B2B companies varies, in each case, per company, depending on ‘current’ financial status, thus whether, it’s a still small company, status of brand, -this is an established and non established brand (let’s remember that established brands are already those who are established as brands in their field-here talking on companies of cosmetics- by 60%, else they are ‘not yet’ established ones. Self-understood that established brands always may spend less, although they have higher revenues than semi-established brands who are supposed and need to spend more, having less revenues. Because established B2B brands will spend in order to maintain and sustain their hall of fame in the market, or they’ll do this on basis of a system, for their new products and in order to stand competition in the market. While B2B start up companies, will use advertisement, in order to ‘ensure’ their start up position in market, to give fame to their products and thus achieve more sales that is the main horizontal axe in this case as requirement. They also do it, to stand competition, and they need in this case, to invest wisely part of their capital for advertisement, which must be honest, ethical, tell absolutely truth on materials used to fabricate their products, and thus gain and sustain good hall of fame, as first step to further expand in the market. While advertisement for B2B established brands is a ‘need’, turned to ‘habit’ thus included in their circle of business, in non established brands (start up brands below 50%), or semi-established ones (less than 60%), it’s a must, to gain a share or potential share in the market. And let’s also say, that detail and focus to detail is a major advantage and actually a must, when it has to do with advertisement. Thus details, lie in the way, up to detail of product promotion through any means. Thus, established brands for above reasons, will spend or schedule to spend, in view of their annual budget, a certain amount of money for quality advertisement, the non established or semi-established brands, will have to give much more attention to even monthly budget as investment in advertisement, focusing in both, quality and quantity, thus in both cases, means, channels, and ways of advertisement, including design of it, by balancing productive and functional cost, and those who are more wise financially, will spend less for more, to avoid any risk of revenues, actually waste of money, that will burden their monthly or yearly budget, and the remaining funds will be added to their initial capital for further investment. (Next time, we’ll develop and describe, the means, channels, ways, and content of advertisement, for all kinds of B2B companies, of above categories, the similarities and differences of advertisement, between B2B established and non established brands, going from general to special, and what needs attention in all cases, in regard to content and focus on it in all cases, so that sales and relative revenues can raise for companies, how more sales can be achieved and how needs are turned to wishes. In the case of B2B, how they’ll manage to acquire new clients, companies B2H, that have shops and sell to clients directly, either they are local, small or bigger shops, or national brands as B2H companies, that have more affiliates, thus shops of same national brand as B2H companies, in towns or cities in a country. (Today from here below 20 Apr 2021)

The advertisement as we’ve said already is different in B2B, in regard to B2C Companies, and it can even vary from established brands of B2B, to non established brands of same type, this is B2B again. The established brands B2B, thus companies applying as brands B2B by 60%, would invest an amount of their revenues, in advertisement of any type, as a re-investment of their funds in this case. Thus, they’’ll always spend an amount of their net revenues, not actually for expanding their good hall of fame, but maintain this fame, worldwide if possible, since as established international brands they usually have companies B2C who buy from them. This kind of brands, would advertise on Internet, by promoting thus their products, and will proceed to advertisement as companies in full: Thus, they won’t only advertise their existing brand products, but also new products of them, that make them stand ahead of competition. They’ll usually promote products in which they differ from others. They’ll also advertise on Internet any new strategic alliances with other brands, as well as new job posts, for those who would like to work for them. Strategic alliances with other companies, when and where applicable will be also advertised from them in newspapers and fashion magazines (here still talking on companies of Cosmetics). The content of advertisements, as well as the marketing scale of combination of colors in photos, slogans etc is usually created from experts hired from them. You will notice the advertisements and types of them on pop-up windows of Internet, and they’d further look for partners, any kind of relative companies, through all above means of advertisement, that can promote their products and help them expand their business. They’d also hire freelancers, such as for ex. copywriters, but also writers and translators, who will write content for them, or rewrite their web pages of theirs site as rewriters-copywriters, and will also translate their content, to promote it through Internet, also sending spam emails often in English, but if cost is not really high for them, they’ll have it translated to other important languages, depending on markets to whom they address, in other languages, in order to send emails (spam emails usually) in these languages. They’ll also choose the best photos, to send in these emails of them, those that present their products in an impressive way, to attract both partners, directly (in view of their strategic alliances as above) but buyers in an indirect way, thus those customers who buy from B2C shops, which are the live shops where B2C companies sell, having bought from relative B2Bs. Let’s also note that these companies, namely those who are already established brands (at least by 60%) do not update their site too often, thus change photos of home page etc, because they are already established and since they already have partnerships who buy from them, they don’t need to pay extra, for updating ‘often’ and ‘radically’ their home page for instance, but they’ll include new products in the other pages of their website, that usually works in a rotation way, and shows all new products, thus they won’t spend more if not needed to just ‘make’ an impression, but they’ll do this only at times of ‘recession’ or when company for ex. has been slightly degraded, say so, or they have to face ‘serious competitors’ worldwide (Here it starts today, 4 May 2021..)

Now, how does advertisement and its policies work for non established brands, namely half established brands, less than 60%, and relative marketing strategies: In this case, a non well known or less than 60% established brand, B2B company, say of cosmetic production, would normally invest funds in advertisement, by 1/3 of investment capital, and 1/3 say so or less (1/4 if so) from current earnings, so that it ensures, standard fix revenues, and its basic capital of investment as well. Brands of this kind, would try also through advertisement to ensure a ‘piece in local market’ first, and later international market, when it becomes a brand as B2B company of 60%>..It won’t chase directly Hall of Fame, but should normally try its best to produce high quality and reliable products, with best but also cheap stuff as possible, to sell/diffuse in market, and will promote its products through advertisement, to increase number of sales, as B2B company, (and not necessarily as we know, number of customers like B2C companies). In order to be further developed, in its first steps, it will first seek experts to work for it, if it has a factory of production, or if not yet in this level, its laboratories of production. It will seek, most experts, possibly experts with not only knowledge but also experience, and will post announcements in newspapers, magazines, and online, make attractive proposals for new staff or more staff to work for it, if it’s neither a start up company, nor an established known brand. In view of advertisement, it will use email marketing, and all relative policies, send bulk emails, to find mostly partners to ally and cooperate with, with service exchange: For ex. it will pay advertising companies, to promote its products, besides hiring freelancers to write content on them, or copywriters and relative services, affiliates in its site for commission, to do for ex. part or bulk of email marketing work for them, and in some cases translators, to translate and promote their stuff in view of all this. They’ll usually address to cheaper markets, from where they’ll buy stuff for fabrication of products, for ex. Asian markets, and they’ll also seek through above procedure partners, as all above, all over the world to do relative work, and they’ll usually hire low paying experts for their own market, for ex. pay experts in a lower currency than their local currency, depending on country they are, but that in this case, salaries, wages or commissions will be satisfactory accordingly for this staff. Thus, they may open small affiliates in countries of lower currency than currency of country of siege of company, and thus earn indirect passive revenues, which they’ll reinvest, say here in advertisement, production cost, functional cost, training of staff, pay freelancers, respectively, till they define final selling price of product, (which is main horizontal axe of company, along with budget of number of sales, as vertical axe of (B2B) company, and once these two main factors crossed, it predetermines rate of revenues, monthly, and later yearly. In order to be established as soon as possible with the least possible cost, they’ll usually ‘merge marketing strategies’ and relative investment for less cost, while this requires, knowledge, expertise, providence and adaptability. Also, as advertisement strategy, they’ll use sites of Ads Copy, and will promote their company and products through relative links of Ads online, through their already existing staff, for commission, as this system is a strong advertisement axe online, where relative created links,-upon staff creation of course and possibly some instructions-will be shown or potentially shown all throughout Internet. Generally B2B companies of that stage, will use method of ‘’see and do in future accordingly’’ by adjusting all their policies, on basis of rule of market ‘’offer-demand’’ which will be further modified and adapted on basis of local but also in this case, international state and standards of market, for ex. will adapt all their methods of development and strategies differently, during a period of recession or slight recession and/or inflation etc. Generally they’ll try to find niches in markets of higher rate of currency than theirs, to sell their products, either in shops of B2C companies, directly, and selectively, or digitally online. As start up companies, or not yet established brands (by less than 60% as we’ve said and set as standard), they’ll chose several B2C companies, as niches, to sell for ex. to company A product a, to company B elsewhere product b, or for ex. product b, and c, by estimating and taking into account all factors as above, depending on case, but at the same time, ensure the highest possible net revenues. Their system is usually a system of decentralization but focusing at the same time, on a hard centralizing system, that constitutes the core of company, and directs all the rest, in terms of decentralization, that depends on first, ‘’centralizing core of company’’ usually having to do with first level production at the place of its siege..Thus the single center of newly built and working company, is the center of whole enterprise, in regard to its staff, experts, source of policies and development, that in turn and in’future’ will control all the rest, thus parts of decentralization are all parts of company diffused abroad, in whatever kind of partnership and/or activity it regards, working as ‘niches’ or ‘affiliates’ as above description.. (Starts today 8 May 2021..)

Now we’ll see which are the rules that govern policies applied from B2B companies and which are their criteria of selection of B2C companies to sell.

We’ll develop this part subject of book, by taking into account and talking of well established brands in this case; the reasons for which we won’t examine less established brands or start up companies who produce and sell cosmetics to B2C companies, is that the two last minor categories of B2B companies of cosmetics, who are not totally established as brands, or by less than 60%, and start up namely small B2B companies, have not ensured their position in the market yet, thus not applying standard policies that usually rule market and therefore shaped and adjusted to their needs, upon which their criteria of selection of B2C companies to sell are based: Few words on these: They first try to ensue their investment capital if they are start up companies, or if they are half established brands (by 50-60%), they have to stand competition, thus in both cases, they’ll make short term plans which are actually trials and ‘market experiments’ namely ‘experiment with marketing’ and they are mostly likely to shape and reshape their marketing policies, often copying from brands and adjusting them to their actual status each time. They’ll thus make a lot of changes in their plans, marketing, policies and their budget, as said at almost the beginning of this book, they ‘plan budget in advance’ and then ‘seeing and doing’ is their main rule that governs usually their marketing policy. In these terms they have to face competition, they have to plan carefully their budget in terms of ensuring their fix capitals and standard business funds, being thus ‘careful’ I where and how to invest their funds, how to secure any revenues they’ve made, they’ll often plan and replan, and mainly these variations in policies appear in times of recession, where business are restricted, their sales are limited, they’ll often fire staff, and even pay less to staff doing more, with the rate 1/3..namely one employee or worker will work equally to 3 in some posts..to be able to stand both recession and competition, and recession throughout competition. If some of them do not bankrupt, this means, that they have lots of funds aside, or much more than other similar companies, with same product, here talking on cosmetics, or they’ve made a good start, by fabricating products that have competitive advantages against products of other companies, thus struggling to become brands at normal times and periods of economy. These are usually the semi-established brands (by less than 60% development), so call developing companies, who are close or still bit far from becoming established brands. Their product design, mainly based on materials used for production, have to excel, they have thus to be original in terms of their product quality, and they’ll start selling to big, B2C companies locally, who have a good hall of fame, thus crossing their main features : B2B with number of same to B2C companies with number of clients towards accrual and maximization of it, and only later after few years of first ‘ensuring’ their funds, they’ll proceed to policies for being established as brands. Until then, they’ll choose to sell in big cities that are commercial centers, usually siege being in capital city and head offices, and they’ll choose, after thorough research, the good B2C companies to promote and sell their products. Only big B2C companies who sell locally, namely directly to recurrent clients may ally with them and cooperate, but these B2B companies, will seek to sell anywhere in the beginning in order to make some revenues. But they have to be committed and prove their reliability first themselves, in order to be chosen in turn from B2C companies as partners. Because, local well known B2C companies who sell directly to clients from live shops, being already established in their field, as local B2C brands say so with recurrent clients, will never risk to change product provider, to post-sell. In order to do this, the new B2B brand will have absolutely to convince them on their product quality and ‘excellence’ if so, and then, get sure of reliability and commitment in mutual terms of the X B2B non established brand with above features, they’ll also bargain buying price from them (B2B new company), asking for higher commissions for them, compared to commissions given by the previous X1 brand, but by all means, company B2B has to be found promising, reliable, best possible selling prices to B2C companies and rates of commission per product, but surely and always, they’ll seek to promote high quality products; they won’t risk to ‘lose’ recurrent clients, just for stopping to sell for ex. some products of Avon, Max Factor, Gucci, Loreal, Wella who are most well and established brands, to buy from a B2B new company, as this involves many times, long term procedures and time taking decisions. In this case, either B2B brands need to have all above advantages as sellers, but also terms of contract signed by both parties, need to fulfill mutuality; there are too many terms that, Okay they are customizable, but always ‘provided’ that, and this applies for both companies. Then in this case, if a developing company B2B wants and struggles to become brand, it should fulfill all criteria as requirements of B2C companies, and of course one of the few solutions is price, thus much lower price in most products, relative advertisement, expertise and service of staff and many other terms that in this case, might ‘burden’ budget of B2B new company..and finally again, ‘under trial’. Of course the luck for these new B2B companies is that B2C, may want to replace some products of other previous brands of purchase, by new products of B2B company, being B2B, thus producer and seller at the same time, by first being convinced of course, on quality, and the final advantage for B2Bs in this case is that they’ll try to approach this way many local companies, who will want to start buying from company B2B, and via a market approach and research, they may find many buying clients (B2C), and finally sell for ex. product 1,2,3 to B2C company A, product 2,3,4 to company B, 3,4,5 products to company C locally and so on. They’ll seek for this mainly local small shops of cosmetics in small towns, even smaller shops in villages, to start expanding little by little, and thus on one side sales of B2B can increase, while company B2C (small live shops in this case),mainly accessible in small/smaller towns, will not risk to lose recurrent clients, and will even, increase sales with same clients, thus serving goals of B2B at least indirectly this way, but also buying at cheap prices, will give a relative medium retail price, and along with say theoretically same clients, within short time, will increase number of sold products, and thus make more revenues, if not increase number of clients also directly, which is its main goal, throughout this marketing policy and agreement with B2B selling company overall, it will also meet its own goals, by finally increasing number of clients, with an accrual of revenues of final products sold this way. And all this is potentially realistic. (In next chapter we’ll talk about the same applied in established brands of B2B companies, in regard to marketing policies..in these same terms..)Starts here today, 15 May 2021.

In above similar cases, in terms of comparative Marketing and policies applied from B2B companies, that are established brands, they’ll first seek to collaborate and sell to B2C companies that are ‘established brands’ nationally and therefore locally. These B2B brands, for ex. Avon, Max Factor, Wella, Loreal, Gucci, Armani and many others, won’t sell just to local small shops, that constitute some times family enterprises, but will address to national brands that have affiliates in many cities or towns of a country, by choosing mostly countries, whose local currency is of higher exchange rate than theirs, to ensure more revenues and net funds. These B2B big well known brands will search for these national local enterprises with affiliates to diffuse their products, by signing contracts of sales of mutual terms of course, and to their interest: They’ll choose them among others, by ensuring consistency, seriousness and transparency, and will make massive sales as gross-sellers, of most of their products, by choosing to supply each local company, of such kind, B2C, in term of their needs and terms also set from them, and by selling to countries of higher exchange rate, they’ll raise price, for ex, USD-EUR, to ensure revenues, while these independent brands will fix and define their retail price on their own in their country and affiliates. –Some of these above well known big brands, like Avon for ex. also work with dealers, then they fix gross and net price, by giving fix rate commissions, but they also work in the first way mentioned. –These brands, may also involve in training of employees, send experts to teach them some marketing secrets and policies locally, and if they sell in places of lower rate exchange of currency, they’ll surely for ex. being in Europe with Euro and sell in India in Rupees, then they’ll try to sell in much higher quantities, thus in this case their goal, as B2B, number of sales is achieved, or can be easily achieved. While if they sell in first case, for ex. are in USA, with USD and sell to European local brands, for Spain, Italy, Greece or so, they may choose what products to sell to each enterprise, by choosing many of them and kind of product per choice, surely, they’ll choose the best ones, of highest quality, depending on needs of that X enterprise in Spain, X1 enterprise in Italy and so on, to ensure also number of sales with is the main feature that rules central policy of B2B brands. Of course in all cases, they are interested to know, average number of clients of B2C companies, to pre-calculate average monthly revenues. They surely check state of possible inflation and rate of it in the target countries, and in this case, they might, lower gross prices, in countries with higher rate exchange of currency for ex. while they might to sell in higher quantities to ensure their average revenues, and sales stock monthly for ex. from these companies. In case of lower rate of exchange of currency, of target country, for ex. from a European company to USA, or country of Latin America, and in case of inflation in these countries, they’ll still lower price to attract sales but less sales and more often at the same time,to ensure paid and some times pre-paid stock, by giving longer term of payout, if such national-local brands are well established and sell out most of stock monthly; in these cases, periods of inflation of these target companies, they might ask bigger amounts of pre-pay, and normal pay out terms.

In case of recession, prices get lower usually and with less sales, but in this case, they’ll try to sell more products, to more companies B2C, in more countries, with relative terms of sales as above.

Now, these big brands, won’t spend much of their revenues to advertisement, unless they have to face strong competition from relative international brands, and this is always so, thus they’ll try to become evolving brands, by improving quality of products, and even produce innovative products with competitive advantages, and thus launch new products, at lower prices. In this case, they’ll update their website, will give pamphlets to these nationa-local brands to distribute to buying clients, and mostly to their non recurrent clients, so that they’ll become recurrent clients possibly, something that is to interest of B2C brands, as said, increase of number of clients, -what rules their goal as B2C brands and policies, but what is finally the ultimate goal of B2B brands who sell to them locally, finally increase revenues, in direct and indirect way, namely through number of sales as B2B brands x number of clients of B2C local-national brands. And of course as established B2B brands will try to open offices in more countries, and seek brands B2C with most affiliates in cities or towns in their country, to promote their products, than spend much in advertising.

Finally, at times of inflation, or single competition worldwide, these brands B2B, in order to stand competition, they’ll try to makes allies, and cooperate with other brands which do not have the same products exactly, so sales of products then will be made in a progressive way and gradually: More kinds of products, higher number of products, more sales, more end clients. Of course, they’ll hire for each job position the right person, from online affiliate with commission, up to freelancers to write content for the, copywriters, translators, to expand their business to global market and find more easily partnerships worldwide, this or the other way, some times, by introducing more/additional products, and if possible after some years become multi-national brands, merging with other companies of similar products. This is the way an established B2B brand becomes leader throughout years, being also more demanding with staff, but also being able to pay well at the same time. They might introduce also new services without charging their budget too much, but to ensure also their hall of fame in the long run, which is potentially their main competitive advantage. (Ends here today)..