

Business to Business marketing

B2B Markets

- Business market is huge....Larger than consumer market.
- Differences involve
 - Market Structure and demand
 - Far fewer but far larger demand
 - Inelastic and fluctuating demand
 - demand is derived from consumer demand
 - Nature of the buying unit
 - More participants in decision making
 - Purchasing by trained professionals or committees

Cont..

➤ Types of decision made

More complex decision consideration and decision makers at multiple levels

Take longer and more formalized

B2B Products

Based on the purpose
for which the product is
purchased

B2B versus B2C Marketing

- B2C=Business-to-Consumer Market=
businesses sell products and services to
consumers for household or personal use
- B2B=Business-to-Business Market=
businesses sell products and services to
other businesses for use in their daily
operations or for making other products
and services

B2B Products

Materials and parts

Raw materials – farm products and natural products

Manufactured materials – ignition switches, small motors, tires



B2B Products

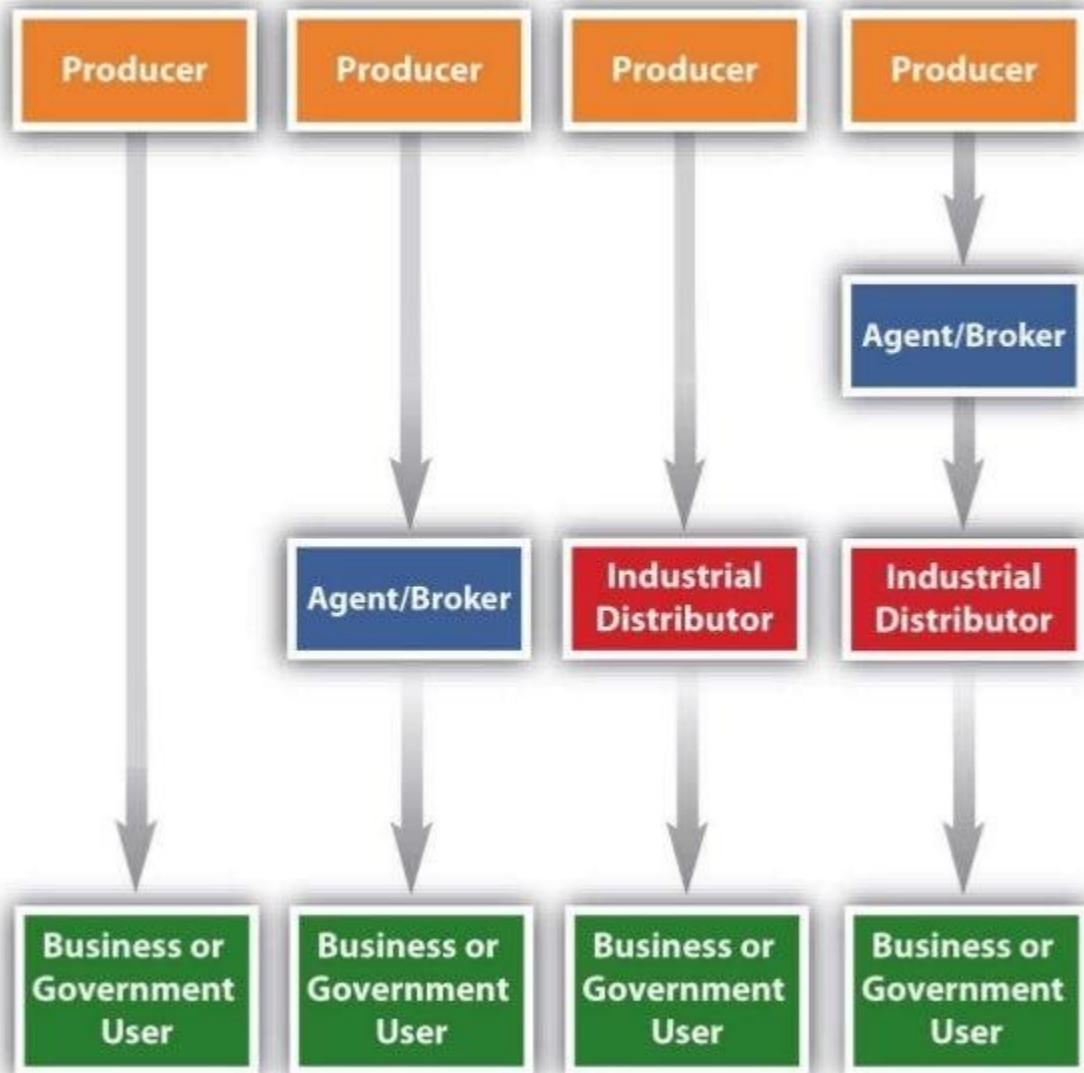


- Capital items – aids in production or operations
 - Installations – buildings, fixed equipment
 - Accessory equipment – factory equipment and office equipment
- Supplies and services
 - Operating supplies
 - Repair and maintenance items
 - Maintenance and repair services
 - Advisory services



B2B Place

Getting the product into
the hand of the
[business] customer



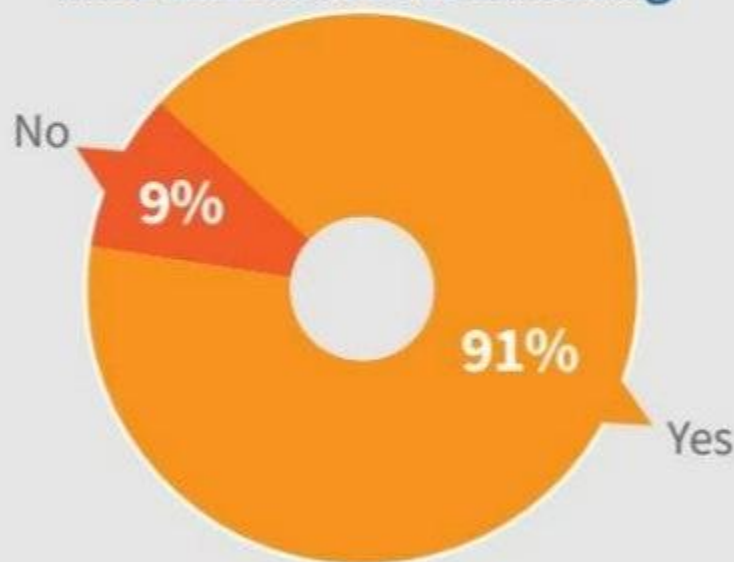
B2B Promotions

- Tradeshows and exhibitions
- Sample products
- Trade-ins
- Price reductions
- Promotional products
- Traditional advertising
- Content marketing



Does your organization use content marketing?

Percentage of B2B Respondents Who Use Content Marketing



Content marketing is defined as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."

Note: Of the nonusers, 54% said they plan to launch a content marketing effort within 12 months; 43% had no immediate plans to begin using content marketing; and 4% had used content marketing in the past, but stopped.

Base = All B2B respondents.

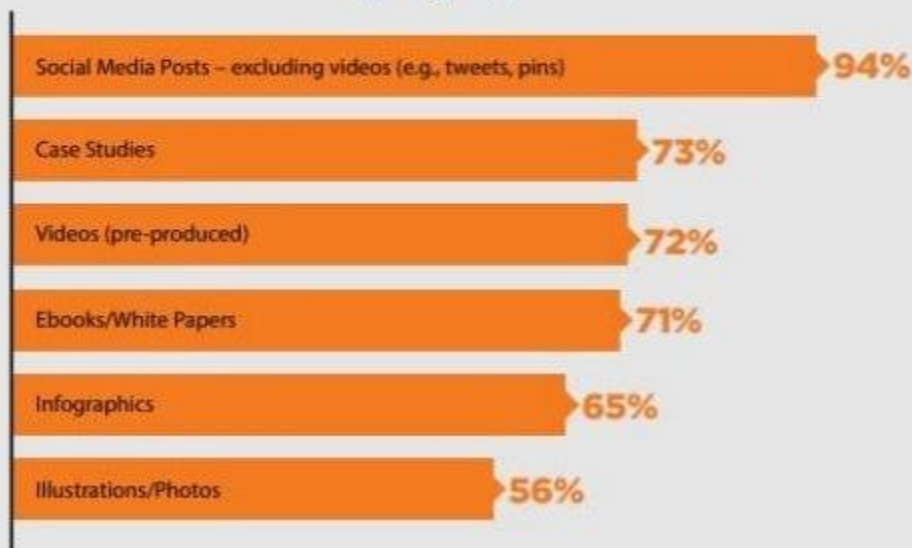
How is content marketing structured within your organization?

B2B Content Marketing Organizational Structure



Which types of content does your organization use for content marketing purposes?

Types of Content B2B Marketers Use for Content Marketing Purposes (Top 6)



Other types of content used:

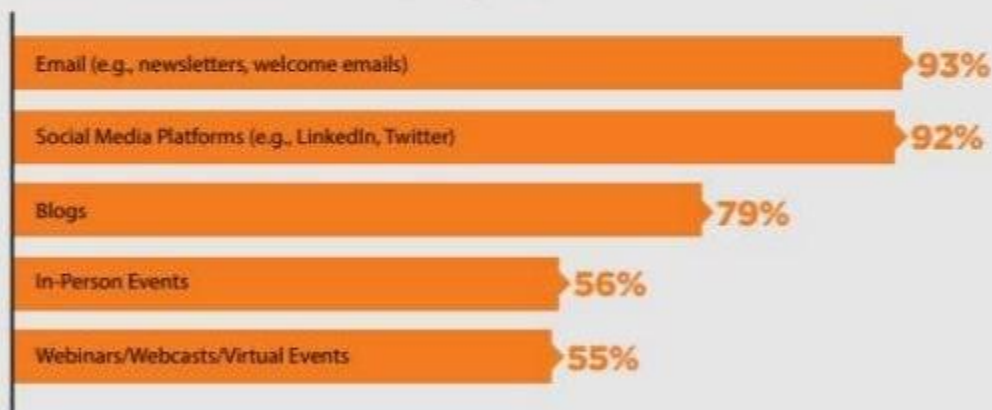
Research Reports (37%); Interactive Tools (e.g., quizzes, assessments, calculators) (33%); Podcasts (17%); Videos (live-streaming) (17%); Mobile Apps (11%); Film/TV (e.g., documentaries, short films) (4%); Virtual Reality/Augmented Reality (VR/AR) Experiences (4%); and Other (11%).

AVERAGE NUMBER USED:

Most Successful 7
All Respondents 6
Least Successful 4

Which formats does your organization use to distribute content for content marketing purposes?

Formats B2B Marketers Use to Distribute Content for Content Marketing Purposes (Top 5)



Other formats used:

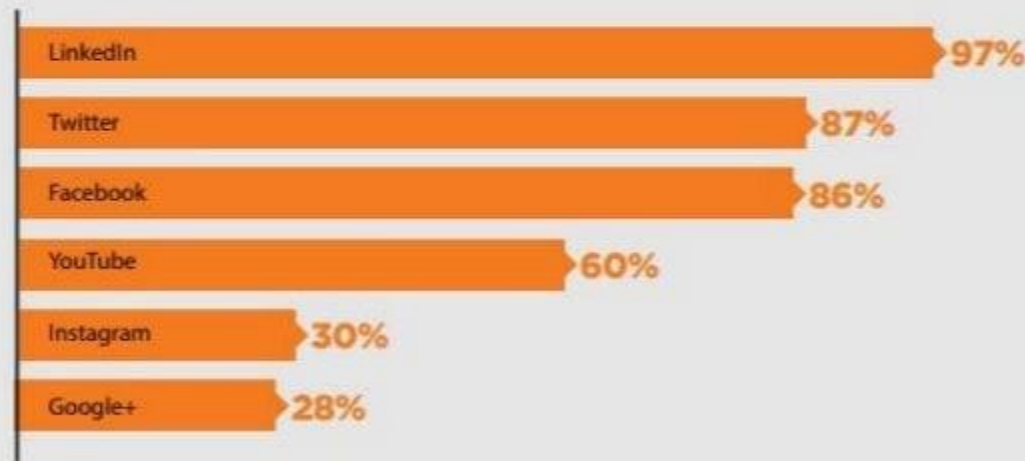
Separate Content Hubs (e.g., microsites, resource centers) (27%); Print Magazines (24%); Print (other than magazines) (23%); Digital Magazines (21%); Online Presentations (21%); and Other (4%).

AVERAGE NUMBER USED:

Most Successful 5
All Respondents 5
Least Successful 4

Which social media platforms does your organization use as part of its content marketing efforts?

Social Media Platforms B2B Marketers Use for Content Marketing Purposes (Top 6)



Other social media platforms used: SlideShare (19%); Pinterest (12%); Medium (6%); Snapchat (3%); and Other (4%).

AVERAGE NUMBER USED:
Most Successful 5
All Respondents 5
Least Successful 4

Which types of email does your organization use as part of its content marketing efforts?

Types of Email B2B Marketers Use for Content Marketing Purposes (Top 7)



Other types of email used:

Partnership Emails (16%); Biweekly Newsletters (every other week) (13%); Weekly Newsletters (11%); Daily Newsletters (3%); and Other (8%).

AVERAGE NUMBER USED:

Most Successful 4
All Respondents 4
Least Successful 3