Be it **B2B, B2C, D2C, B2G, C2C, C2B,** etc...

There is no one-size- fits-all plan!

#PERCEPTION2PREFORMANCE

# IMPLEMENTING A ONE-SIZE-FITS-ALL STRATEGY CAN LEAD TO:

- **Missed opportunities**

- **Ineffective marketing**

- **Failure to meet customer expectations**
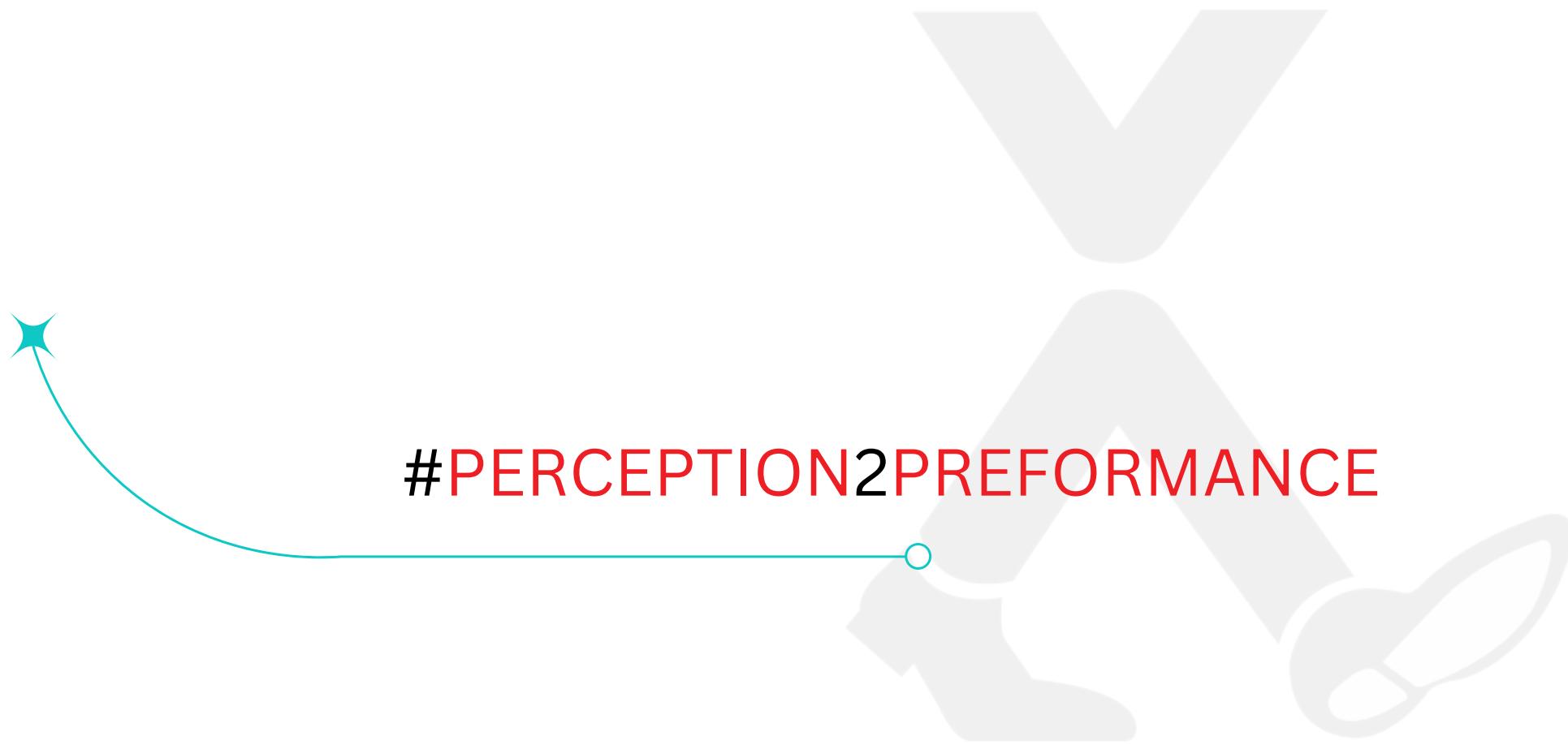
#PERCEPTION2PREFORMANCE
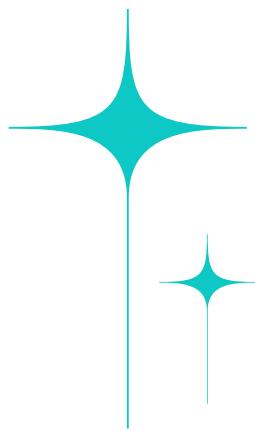
UNDERSTANDING THE VARIOUS BUSINESS MODELS
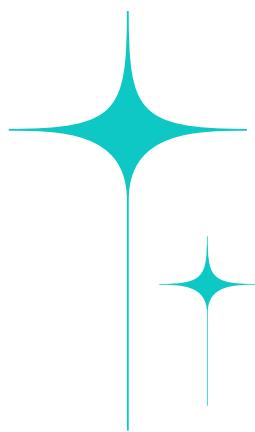
1

B2B (BUSINESS-TO-BUSINESS):

Nearly **60% of B2B** brands get some form of help with their marketing by **outsourcing it to agencies.**

Source: **Statista**

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2

B2C (BUSINESS-TO-CONSUMER):

70% of B2C marketers use content marketing as a part of their overall marketing strategy.

Source: **Content Marketing Institute**

#PERCEPTION2PREFORMANCE
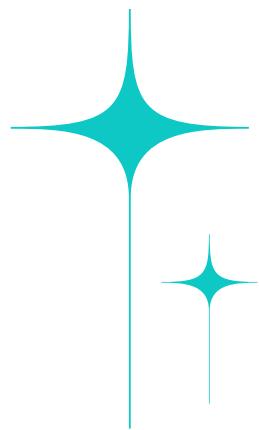
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D2C (BUSINESS-TO-CONSUMER):

75% of people want to buy from a D2C brand that has a unique product offering.

Source: McKinsey

#PERCEPTION2PREFORMANCE
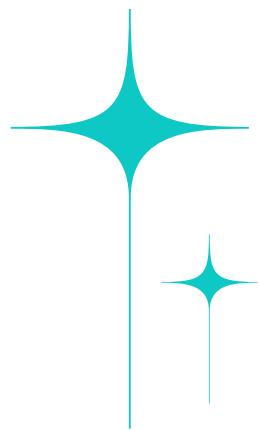
4 B2G(BUSINESS-TO-GOVERNMENT):

Four ways to boost B2G marketing strategy online are:

- **Prioritize Content Marketing**

- **Build a strong label with branding**

- **Be mobile-friendly**

- **Harness Social Media**

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5 C2C(CONSUMER-TO-CONSUMER):

53% of consumers say user-generated content (UGC) makes them more confident in their buying decision than professional photography.

Source: Bazaarvoice

#PERCEPTION2PREFORMANCE
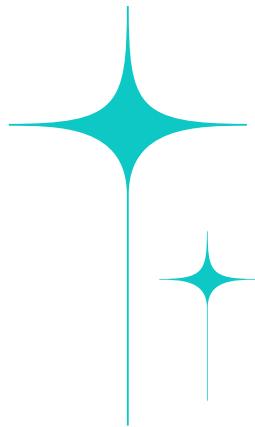
6 C2B(CONSUMER-TO-BUSINESS):

On average, **brands earn $5.20 for every $1 spent on influencer marketing.**

Source:Bazaarvoice

#PERCEPTION2PREFORMANCE

With a **tailored approach** for each business model, companies can:

- **Leverage the strengths** of a particular model

- **Adapt to changing market dynamics**

- **Deliver personalized experiences** that drive revenue growth

#PERCEPTION2PREFORMANCE