

Use of Business to Consumer and Business to Business Internet Marketing

Marketing business-to-business (B2B) is different from marketing business-to-consumer (B2C). Both models help businesses increase sales in an increasingly competitive market place.

B2B Marketing

B2B Marketing refers to the techniques and best practices used by companies that sell directly to other Businesses. In B2B Marketing, businesses sell products and services directly to other businesses.

e.g.- TBM, Salesforce, Hub Spot, GE, LinkedIn, Snap app, Lenovo, Square etc.

B2C Marketing

In B2C Businesses sell products and services to customers for personal use.

B2C Marketing works on the basis that customers look for goods/services to meet an immediate need. Therefore, they tend to purchase without doing much research on the goods/services.

e.g.- Reminder Emails, Social Retargeting, Add a free offer with every purchase, create membership programs etc.

S.NO.	PARAMETERS	B2B	B2C
1.	Definition	The selling of goods and services between two business entities is known as B2B.	The selling of goods and services to a consumer is known as B2C.
2.	Customer	Company	Customer (end user)
3.	Need to focus	Relationship	Benefits of the product
4.	Chain	Supplier to Manufacturer	Retailer to Consumer

		Manufacturer to Wholesaler Wholesaler to Retailer	
5.	Chain horizon	Lengthy	Short
6.	Buying & Selling cycle	Lengthy	Short
7.	Decision Making	Long Process	simple
8.	Brand Value	Depends upon trust & mutual relationship	Aggressive advertising & promotion

Uses

- **Increased Awareness-**

With over six billion Internet users across the world, it's obvious why B2B and B2C Internet marketing increases awareness of businesses and their products or services. More than that, with more B2B and B2C companies marketing themselves on the Internet, marketers are in a better position to pick up details about their competition. This gives marketers even more empowering info about what the market is thinking – knowledge they wouldn't have if they themselves weren't using the Internet.

- **Better Interaction-**

The social network explosion, in addition to email and website marketing, also gives marketers the ability to interact more directly with their customers, whether businesses or consumers. An important part of this interaction is educating customers, either as a group or as individuals. Whether it's marketing via email, podcasts, a website or social networks, marketers who are

interactive on the Web increase their authority in the marketplace – another advantage from using the Internet.

- **Better Service-**

Better education relates to better service. In the days of mom-and-pop stores, customer service usually meant the interaction you got once you walked in the store, when what you ordered was delivered to your doorstep or when you called via telephone. Now that more B2B and B2C companies are using the Internet, though, they're providing marketing websites on which customers can make contact when they have questions or concerns, and they're sending informative emails that don't merely advertise but also inform their customers with practical information.

- **Refined Messaging-**

The Internet has also provided marketers with more specific information about their customers, such as when they're more receptive to receiving an advertising message. Armed with this knowledge, some B2B and B2C companies use a marketing method called "right-time marketing."