



## What's the Real Difference Between B2B and B2C Marketing Strategies?

Like these industries, Business-to-Business (B2B) and Business-to-Consumer (B2C) marketing plans must differ as well. Here are some of the key differences that all business owners, and curious individuals, must know:

### B2B Companies: (example: software sales for restaurants, WeWork)

- Purchasing decisions are mainly based on need and logic<sup>1</sup>
- Customers want as much information as possible on the product/service<sup>2</sup>
- Prioritized social media platforms: LinkedIn, Google My Business, and Facebook
- Target audience: other business owners
- Language: more formal, industry-specific, key terms and jargon<sup>3</sup>

### B2C Companies: (example: life coaching, Amazon)

- Purchasing decisions are mainly based on emotion<sup>4</sup>
- Customers only want to know the basics about the product/service<sup>5</sup>
- Prioritized social media platforms: all platforms, focusing most on Instagram
- Target audience: direct consumers, everyone
- Language: relatable, down-to-earth, appeals to the individual customer<sup>6</sup>

If you're curious about other interesting differences between these industries or are unsure of the type of marketing strategy you need, get in touch with us. We are a team of diverse and knowledgeable marketing experts who can't wait to chat with you about your current marketing!

