

# WHAT A B2B MARKETER CAN LEARN FROM A B2C MARKETER

Identify the modern marketing lessons you can learn from B2C marketers and how you can use them to improve your B2B marketing strategy.



Marketing to businesses is traditionally distant and professional but a global economy and social media are making buying decisions personal. Your B2B marketing needs to reflect this personalisation and closeness, so it's time to take some modern marketing tips from B2C marketers.



## B2B BELIEF:

*“I’m a company and I market to other companies.”*

## B2C REALITY:

*“I am a person and I market to people.”*

No matter how far up the FTSE your client has climbed, you're still marketing to an [individual with dreams and ambitions](#).

# 53%

[of companies say an understanding of customer needs matters.](#)

Use modern marketing to make it personal, and you'll make it memorable.

*“I contact leads.”*

*“I attract leads.”*

B2B marketers reach outward. By adopting the modern marketing methods of B2C marketers you can attract inwards.

That's why **92%** [of B2C marketers use content marketing](#).

What if you could pull customers towards you instead, with a great idea or compelling content?

*“A buyer switches off at 6pm.”*

*“A buyer's opinion is switched on 24/7.”*



# 68%

[of buyers check out options on social media.](#)

The B2C marketer knows a buying decision can come at anytime, so they nurture their customers 24/7. B2B marketers should adopt the same tactics.

*“How many customers are on a specific channel?”*

*“How many channels do my customers use?”*

Individuals connect and converse [across multiple media and the social square](#). Modern marketing is now omni-channel.

# 44%

[of B2B CMOs agree B2C practices can optimise the customer experience.](#)

Engaging across channels like a B2C marketer will encourage them to trust your brand, rather than perceive you as just a business.

*“I train customers to use my products and services.”*

*“I shape my products and services to my customers' needs.”*



These days consumers drive technology, innovation and the buying decision.



One B2C giant drives

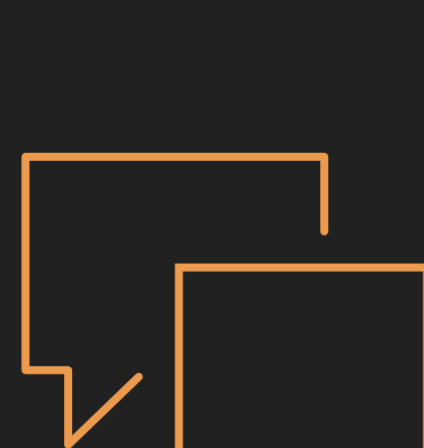
# 4X

[more response through consumer content as targeted ads.](#)

Even if your business is B2B only, you need to adapt to the needs of your customers, meet their requirements and give them a modern marketing experience - not just a sale.

The tip that all B2B marketers should learn from their B2C counterparts is: interact with consumers on a human basis - through communication and nurturing.

## TAKEAWAYS:



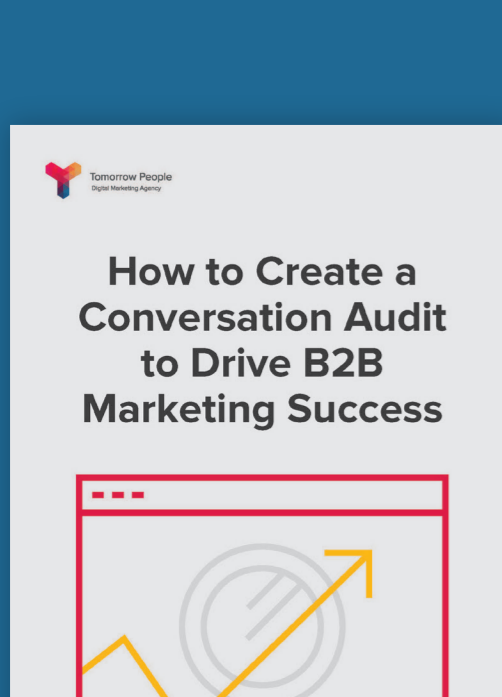
B2B marketers can learn a lot from B2C marketers



B2B marketers need to gain trust from their consumers



All B2B marketing should be omnichannel marketing



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