



▶ busting myths of b2b marketing

What's the difference? B2B...B2C...

The Short Answer: Not as much as you may think.

Business-to-business communication can – and should – be more specialized, touching on the specific ways a product or service can benefit a company. While business-to-consumer communication can be more emotional, communicating why a product or service can help one's personal life become a little easier, happier, prettier, better, whatever it is. When you break down both B2B and B2C, one thing is constant. You're talking to real people, with real problems that they're looking to solve.

There are a number of misconceptions related to B2B and B2C marketing. It's only when we start to debunk some of these myths, we reveal that, with a closer look, B2B marketing is driven by strong human connection, much like B2C.



MYTH:

Branding is not as important for B2B as it is for B2C.

Your brand is more than just your name, logo, tagline, and color scheme. It's the way you communicate and present yourself. Your brand is your identity, the way you're consistently described and regarded. This notion is applicable to any brand, B2C or B2B.

Well-established brands provide consumers with what they need to make the right choice, communicate the intrinsic qualities of the product or service, and use distinctive elements that allow customers to personally identify with the brand.



MYTH:

B2B is about selling to businesses, not people.

While we may have a tendency to view a business as a faceless organization, it's comprised of and run by people. So, real people are seeing and hearing your marketing messages... not buildings or entities. Therefore, your brand should communicate like a person.

It's important for businesses to communicate in a way that the average person in their field would understand. It's a balance of keeping it simple, while not elementary. Otherwise, your message may sound cold, flat or worse; insulting.

**MYTH:**

B2B marketing is bland and uninspiring.

While B2C advertising typically depends on invoking emotional and sensational responses, B2B initiatives seek to establish long-term value.

Since B2B marketing is all about targeting people in a work environment, many marketers may feel obligated to communicate in a buttoned-up, stale manner. Don't fall victim to that false premise! B2B marketing can still make people laugh, spark excitement, tug at the heartstrings, induce nostalgia, and trigger familiar feelings of fear.

**MYTH:**

Marketing is no longer needed once a sale is made.

The ultimate goal of marketing is to create loyal customers who serve as brand advocates – becoming champions of your brand and referring your offerings to others. So, converting a prospect into a customer is actually only a small part of the job.

Once a company “wins” a customer, it must continue to nurture and maintain that relationship. This is done by making all of your customers feel special: following up, staying in contact, and continuing to offer the latest goods and services.



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B2B marketing is driven by strong human connection, much like B2C.