B2B vs. **B2C** Advertising strategy

While there are similarities between business-to-business (B2B) and business-to-consumer (B2C) digital advertising strategies, each audience requires a unique, deliberate approach. B2B advertising must allot for a longer decision-making process, while B2C advertising strategies rely on emotional appeals to spur quick transactions. They can both be considered "human-to-human" marketing; all campaigns are ultimately reaching an individual, but it is important to note where the two differ. Working with a company that understands the duality of these strategies is the key to effective campaign results.

HUMAN-TO-HUMAN

MARKETING

B2B

- B2B strategy is logic driven—focus is on a buyer's role and their objectives
- Detailed messaging is directed at specific accounts
- Long sales cycle goal is building longterm relationships

focus is on results and benefits for the buyer • Simple messaging

B2C strategy uses

emotional appeals-

- Simple messaging is directed at a large audience
- Short sales cycle—goal is creating short-term value and efficiency

AdDaptive's proprietary technology turns B2C advertising strategies into B2B campaigns by adding validated, offline data and narrow targeting to pinpoint specific B2B accounts, instead of a B2C approach of targeting a largerscale market. We offer a programmatic solution that uses business data to target key influencers, at scale, in real time, reaching the decision makers that matter.

MARKETERS WASTE AN AVERAGE OF 26% OF THEIR BUDGETS ON INEFFECTIVE CHANNELS AND STRATEGIES.

B2C

(Source)

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