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Ans to the qus no. 1 ( a )

Business buyers seek personal benefits and make emotional buying decisions just as in their consumer lives. Gone are the days of stodgy, feature-driven industrial marketing campaigns. Business marketers now rival their consumer counterparts with increasingly engaging and entertaining creative strategies.

Still, there remain intrinsic differences between business-to-business (B2B) and business-to-consumer marketing (B2C). The source of these differences is the complex and interdependent relationships between business buyers and sellers and their relative positions in the supply chain.

Consumer marketing sells products to individual consumers and households who purchase for their own consumption. The B2B market; however, is composed of a succession of companies acquiring goods and services for the production of other products and services that are sold, rented or supplied to other companies. This creates a highly complex and continuous sequence of businesses buying from other businesses.

Keeping these critical differences in mind may help B2B marketers in planning strategies and crafting offers.

1. Business Needs vs. Consumer Wants

Most consumer goods are discretionary products people may want but don’t necessarily need, for example entertainment services, consumer electronics or vacation travel. Consumer buying behavior is based on perceived characteristics such as style, fashion or peer acceptance. Emotional factors play a big part in consumers’ purchase decisions. So consumer marketing focuses on stimulating discretionary buying behavior through persuasive messaging and media investments to generate demand.

In contrast, businesses usually come prepared to buy a solution to a need – products that are required for daily operations, or to solve a specific business problem. Their need pre-exists. Product performance characteristics are far more important than the image of the product. Business buyers are less emotional and more task oriented. It’s simply a matter of finding the supplier who can best fulfill that need.

2. Smaller & Highly Specialized Markets

Business marketers generally sell to narrower vertical markets substantially smaller than most consumer markets. B2B marketers may target only a few hundred prospects but consumer markets can number in the millions. Due to the smaller size it’s often possible to identify and profile all the prospects within a particular business market and approach each with customized marketing communications and in-person sales contact.

3. Individual Business Buyers Represent Higher Value

Business marketers focus on fewer, more intimate and longer-term customer relationships. Sales involve significantly higher average dollar amounts to smaller groups of customers with exponentially greater lifetime values. A few large customers can easily account for the majority of a B2B company’s revenue. Due to the significantly higher transaction amounts and lifetime values, B2B tactics can accommodate a higher marketing investment per contact.

4. Closer Proximity & Higher Degree of Independence

In consumer marketing, the relationship often ends with a remote transaction made through a retailer. The manufacturer rarely makes personal contact with the consumer. In business marketing, the buyer-seller proximity is reversed. In most cases the supplier visits the customer in person and establishes a true one-to-one relationship with the customer over an extended period of time.

5. Product Importance

The physical product is of greatest importance in consumer markets. In B2B markets, the purchase extends beyond the product and includes an array of economic, technical and personal relationships between buyer and seller.

While the product quality is important, this must be matched by quality and reliability of the relationship. The buyer depends on the supplier for many things beyond the product itself, including an assured supply of materials, service, efficient order handling, delivery, and often extension of credit. These factors can have more influence than having the perfect product, since supply chain complications cost the customer in terms of stock, downtime, lost orders, etc.

6. More Complex Products Requiring Customization

Many business products are specialized and require a high degree of technical customization for specific applications. Even everyday products tend to be more complicated because of their use and application in specialized business processes. The widely varying needs of business customers dictates highly personalized marketing, including customized products, services and prices. Even meeting buyers’ basic operational buying needs typically requires some level of customization to logistics quantities, delivery and invoicing.

7. Stronger Customer-Centric Focus

B2B marketing requires that all parts of the business be customer-oriented and that all marketing decisions are based on a complete and accurate understanding of customers’ needs. B2B companies are usually closer to their customers and more knowledgeable about their needs than the typical consumer company.

8. Expert Buyers & Multiple Decision Makers

Consumer purchases typically involve an individual decision maker in a single-step transaction. Compared with consumer decision making, business buying behavior is characterized by a formal multi-step process conducted professionally over a period of time, involving many people interacting within a formal organization.

9. Customers’ Product Knowledge

Consumer marketing is aimed at a mass market and doesn’t require deep knowledge of the product or supplier to make a purchase decision. Business buyers are comparatively more sophisticated and educated than consumers. The business customer has years of training in his or her field and often knows more about the product and its application than the B2B marketer.

The expertise of business buyers falls into two categories: buying process or technical expertise. Procurement managers are buying experts whose sole function is to procure products and services on behalf of the company. Technical experts and users possess a strong understanding and interest in the problem to be solved and the product being marketed as the solution. And throughout the sales process business buyers continue to learn about a supplier’s cost structures, production methods, development expertise and financial viability.

10. Longer & More Formal Buying Process

Every business organization has formal purchasing policies, procedures and levels of purchasing authority that don’t exist for consumers. Business buying processes are complex and highly structured requiring multiple steps drawn out over a period of time and involving a wide range of individuals representing various areas of expertise or interest from within the organization.

Marketers must recognize when it’s time to stop nurturing leads through marketing channels and hand those prospects off to the sales team. Conversely, sales must recognize when to recycle dormant leads back to marketing for further nurturing.

Ans to the qus no. 1( b )

Generally speaking, there are different consumer buying behaviors , which can be categorised in the following:

Extended Decision-Making

Limited Decision-Making

Habitual Buying Behavior

Variety-Seeking Buying Behavior

1. Extended Decision-Making

Extended Decision-Making occurs when consumers are buying a rather expensive product.

What do you do when thinking about purchasing a designer handbag for a four-figure price? Of course, you spend some time doing in-depth research about the handbag, before making your final purchase decision. Since it is a high-end handbag, the economic risk of buying it is much higher than if you would buy an average bag.

Simply put, you would not necessarily purchase a designer fashion item on a daily basis. Therefore you spend more time evaluating the looks and the use of the product, and how you will feel about it after purchasing it. You might even ask your family and friends for advice, or read product reviews online before committing to investing.

2. Limited Decision-Making

Speaking of Limited Decision-Making, consumers are faced with limited decision making. This essentially means that there is a limiting variety or availability of this product on the market.

For example, you really fancy this pair of sunglasses with white frames and yellow-tinted lenses. However, there are only two brands out there that offer this style of sunglasses. Brand “X” offers their sunglasses for 195,-. Yes, that is a lot for a single pair of sunglasses. But the other sunglasses available, by the brand “Z”, costs 365,-, which is far more expensive than those sold by brand “X”.

Since you do not have a lot of options (and because you desperately want to own this stylish pair of sunglasses with yellow-tinted lenses), you decide to spend your money on brand “X” anyway, if you have the budget, of course (even though they are pretty expensive).

3. Habitual Buying Behavior

Habitual Buying Behavior plays a big role in our daily routine. We do not put a lot of thought or research into buying a product that is incredibly cheap and available in masses, at the same time.

For instance, you frequently buy a new pair of socks. Either because you always misplace them or because you always end up having holes in them. What you do is, you continue buying the one pair of socks that costs the least amount of money, since you keep running out of socks. It has literally become a habit of yours.

4. Variety-Seeking Buying Behavior

You display this type of purchase behavior when there are visible differences between a product within the existing brands. You, as a consumer, might want to try out a similar product of various brands out of curiosity.

To give you a concrete example, you may feel the urge to buy a plain, white t-shirt in slightly different designs at multiple stores. Just because you might not want to wear the exact same white t-shirt every day - you want to switch things up every now and then. The t-shirt is very affordable at all places, so buying 3 or 5 of them should not be a problem at all.

Ans to the qus no. 2

Stages of the Business Buying Decision Process

The main difference between B2B and B2C is who the buyer of a product or service is. The purchasing process is different in both cases and the following is a list of the stages involved in B2B buying:

Step 1:

Recognize the Problem

Machine malfunction, the firm introduces or modifies a product, etc.

Step 2:

Develop product specifications to solve the problem

Buying center participants assess the problem and need to determine what is necessary to resolve/satisfy it

Step 3:

Search for and evaluate possible products and suppliers

Look in company files and trade directories, contact suppliers for information, solicit proposals from known vendors, examine websites, catalogs, and trade publications

Conduct a value analysis – and evaluation of each component of a potential purchase; examine quality, design, materials, item reduction/deletion to save costs, etc.

Conduct vendor analysis – a formal and systematic evaluation of current and potential vendors; focuses on price, quality, delivery service, availability, and overall reliability

Step 4:

Select product and supplier and order product

This step uses the results from Step 3

An organization can decide to use several suppliers, called multiple sourcing. Multiple sourcing reduces the possibility of a shortage by strike or bankruptcy.

An organization can decide to use one supplier, called sole sourcing. This is often discouraged unless only one supplier exists for the product; however it is fairly common because of the improved communication and stability between buyer and supplier.

Step 5:

Evaluate Product and supplier performance

Compare products with specs

Results become feedback for other stages in future business purchasing decisions

Buying one can of soft drink involves little money, and thus little risk. If the decision for a particular brand of soft drink was not right, there are minimal implications. The worst that could happen is that the consumer does not like the taste and discards the drink immediately. Buying B2B products is much riskier. Usually, the investment sums are much higher. Purchasing the wrong product or service, the wrong quantity, the wrong quality or agreeing to unfavorable payment terms may put an entire business at risk. Additionally, the purchasing office / manager may have to justify a purchasing decision. If the decision proves to be harmful to the organization, disciplinary measures may be taken or the person may even face termination of employment.

Ans to the qus no. 3 ( a )

Market segmentation is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action. Market segmentation enables companies to target different categories of consumers who perceive the full value of certain products and services differently from one another.

A target market strategy is a business plan focused on growing sales and brand awareness within a specific group of consumers. To do this, businesses strategize based on demographics that make up a market, which is an area or group specified for product sales. Target markets represent the opportunity for new business and increased sales.

Companies identify possible target markets by creating smaller segments from large markets based on common characteristics among existing or potential customers. By focusing on a specific market segment, businesses are able to plan specialized marketing campaigns, complete detailed sales predictions and increase profit by expanding product sales.

Target market strategies are important because they provide a foundation for businesses to plan and budget for growth and product development. Businesses that create a target market strategy are more likely to reach potential consumers and encourage existing customers to continue purchasing from a company. Once companies set up a target market strategy, they can replicate the internal process each time they choose to reach a new audience, making target market strategies more cost effective.

Planning to reach a specific market also helps businesses to define and clarify their brand's message. This can contribute to other strategies such as social media posts and advertising campaigns. Target market strategies allow you to capture a certain audience and gain their trust as a leading expert in your product offering. It can also encourage positive change and innovation from within the company as you seek new ways to meet customer needs.

To find out if my strategy is successful, choose certain metrics to analyze. This can help determine how effectively are reaching my target markets. Look for key performance indicators (KPIs) that my team decides on prior to launching your strategy. Data analysis will also give me an idea of ways I can implement changes to your marketing plan to better reach your chosen market. Use marketing software tools that help quantify complex consumer behaviors like website traffic, social media engagement and advertising conversions.

Ans to the qus no. 3 ( b )

Well, following the buzz marketing definition, it’s an unconventional and awareness-focused marketing strategy that works on the principle of social contagion.

It utilizes online resources, including social media channels, to start a discussion about a brand or a product among followers.

This method of creative advertising campaign aims to generate consumer awareness through word of mouth – organically, authentically, and effectively.

Buzz marketing is basically a form of viral marketing strategy. Nevertheless, a buzz campaign can be differentiated from viral by different tactics on how the marketing message is shared.

While viral campaigns build momentum before becoming massive, buzz is more immediate.

The buzz campaign enhances the promotion of a product, thereby increasing brand recognition. Any buzz campaign has its own brand at the main focus and centers on branded content, raising awareness, and educating customers on the specificities of the brand.

Furthermore, buzz marketing operates both off- and online – it can often start as an offline event that moves online through websites, lives, social media, etc.

Distributing branded content or organizing an offline event can create a buzz amongst your targeted audience. This incentivizes them to mention the product or event on their social media, which can take the campaign from offline to online.

Co-marketing can be beneficial for any brand that wants to broaden their audience, increase brand awareness, and offer a new type of content to their audience. It's the process of growing two or more businesses at the same time by working together to share expertise with, and offer value for, their audiences.

The most common way to co-market is for two companies that have similar audiences to work together on a piece of content or campaign, and promote it to both audiences. This content (e.g. ebook, webinar, template, etc.) typically sits behind a lead generation form to capture contact information. The goal is for both partners to share the downloads from the offer, thus getting twice the leads that they normally would.

But that's not the only way to carry out a co-marketing campaign. Straying from the approach above, two partners might agree to host an event together and split the costs. Or, on a smaller scale, partners could agree to a series of guest blog posts on each other’s sites.

The most important thing when deciding to do co-marketing with a certain partner, is to make sure the purpose and goal of the project is similar for both parties. If one partner wants leads, but another is looking for ticket sales to their annual event, you'll be hard-pressed to find a project that satisfies both needs.

One aspect of virtually every co-marketing campaign you'll need is a shared landing page.