

B2B

Business to Business

VS

B2C

Business to Consumer

FOCUS



Markets to **other business**.



Targets **consumers** directly.

GOAL



Boost **lead generation and engagement**.

Brand loyalty and increase repeat **customer ratings**.



CUSTOMER MOTIVATION



Motivated by **logic and necessity**.



Driven by **emotions**.

PURCHASE PROCESS



Customers are comfortable with buying through **thirdparty vendors or salespeople**.



Customers prefer to make **direct purchases**.

PEOPLE INVOLVED



Decision makers, the procurement team, and other **business members**.



No other involved except the **buyer**.

FEATURES



CRM integration and email marketing.



Social and email marketing.

PURPOSE OF PURCHASE



Long-term **solutions**.



Customer **satisfaction**.



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