



# Article Side

How B2B marketing help your business growth by [Uncleservice](#)

Article published on January 17th 2012 | [Advertising](#)

There are two ways to approach the market for business:-

- (1) To find and then deal with direct (or individual) consumers
- (2) To find and then deal with business houses or companies

First case is also referred as B2C. This acronym stands for business-to-consumer. Your primary target with B2C is the general public.

The second case is referred as B2B, which is an acronym for business-to-business. It means that you market your business service or product to other businesses.

The advantage to B2B marketing and selling is that you are dealing with a target market that stays in need of products and services to keep the business moving. Some products are, by nature, more suitable for a business-to-business transaction. For instance, general consumers have little use for large-scale business machines, raw materials or raw commodities.

Other businesses may choose to sell products or services that can be marketed to both B2B and B2C. For example, a cleaning service may target businesses rather than homes, or divide the business between them. Manufacturers make the same products for both sectors, but package products for businesses in bulk or in a large format. For example, in warehouse clubs, the same merchandise is available for B2B and B2C, but the terms for handling credit and taxes are dealt with differently. Restaurants are a B2C market but may offer catering services to businesses.

By listing or advertising your Services on Service Uncle Portal, Service Providers can get the maximum marketing advantage since it targets both B2C and B2B markets! The Service Provider can also online advertise with us by choosing from options like Banner, Display Ad and text ads etc. We have different packages viz. Platinum, Gold, Silver & Bronze in Display Ad option, which will get your Ads listed on priority rankings apart from many other advantages. To do this, simply advertise with us and see your business soaring!

Anyone can also Earn Money by becoming our Strategic Partner. Under this programme, you can get direct commissions on sales made directly by you. You can also create your own network of Strategic Partners under you and get indirect commissions on sales made by them, whereas your network Strategic Partners will also get direct commissions on all sales made directly by them.

Major types of Business Partners are: Strategic Business Partner, Business Associate, Sales Associate and Booking Agent (which starts without investment from your side).

To have an experience of B2B marketing, please visit [www.serviceuncle.com.au](http://www.serviceuncle.com.au)

Article Source:

<http://www.articleside.com/advertising-articles/how-b2b-marketing-help-your-business-growth.htm> -  
[Article Side](#)

[Uncleservice](#) - About Author:

a [B2B marketing](#) help every business to promote online, you can get paid or a [free business listings](#) to promote your business or service online.

Article Keywords:

business directory, Importers directory, exporters directory, transporters directory, business brokers directory, transporters directory

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!