Article published on April 5th 2012 | Business

Business-to-Business i.e. B2B is a term that has a vast meaning but it is used to describe electronic commerce or transactions between at least any two businesses. It is commonly understood as any activity e.g. auctions, e-commerce, marketing, or sales that take place between businesses and other businesses rather than business and customer (B2C) or business and government (B2G). It takes place by a method called marketing communication.

This involves tactics which results in generation of revenue by marketing, auctions, e-commerce other than direct sales. These tactics generally include advertising, public relations, direct mail, and trade show support, sales collateral, branding and interactive services such as web design and SEO i.e. search engine optimization.

Automated e-commerce transaction is an important term for B2B working. It is a process of transaction between trading partners. The volume of such business is much higher than B2C and because of this, it is seen that more and more businesses are turning towards e-commerce today.

Business PR is a sure shot way of bringing attention to your business. However, it will work only if it is done properly, as there are right and wrong ways of writing a press release. A good and correct press release should always have a good line, because that will be the first thing the readers would see and it has to be attention grabbing.

Always one should include the important bits of information in the first paragraph of oneâ€™s press release because most people are interested to read the first paragraph only. One should be honest and forthright when it comes to writing for business press releases. Your PR is not an advertisement so it is not the right medium to be selling products and services. Another very important thing is that business press releases should always be proof read.

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Article Keywords:
business pr,b2b pr

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