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B2B and B2C Web Marketing by Minal Dussal

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Online buying and selling of goods and services has become the trend of the day. Every business wants to reach maximum number of customers in cost-effective way. Web marketing is one of the attractive options to reach global customer with less efforts. You can save time money and energy by doing web marketing. There are two types of transactions in online marketing one is business to business marketing and other is business to consumer marketing. In business-to-business marketing buyers are more concerned about product features and how it will be beneficial for their business. Business-to-consumer marketing buyers are more interested to know how product or service is personally beneficial for them.

Many online marketers fail to advertise their product effectively. To do effective B2B and B2C promotion you should use proper content to describe your products and company profiles, Make use of targeted keywords in your content so that customers can easily find a way to your products and services. Whenever you market your product online think from customerâ€™s perspective, analyze their need and wants and try to advertise your product by emphasizing on the benefits for the buyer. Buyers purchase only that product which satisfies their needs and wants.

In B2B web marketing you sell your products to other businesses and in B2C web sites marketing you sell directly to consumers. Unfortunately marketing departments of some companies donâ€™t take website marketing much seriously. They just feel that web marketing will help to crate brand image of the company. They fail to understand the actual benefits of web marketing. Sometimes companies feel that colorful designs and attractive pictures are enough to drag customer attention but this is not the fact. To drag customerâ€™s attention you should be on the top search list which is possible only when you use proper text content in your website marketing.

Web marketing businesses should regularly update the site content and products on the sites. Business to Business marketing helps you to reach global markets. Online marketing is one of the simplest marketing techniques to reach global customers. Several online marketing portals are coming up with advanced services for effective promotion of your products. You can attract customers from different places by advertising your products on online marketing portals. Online trading sites provide various services like product promotion, trade alerts, trade shows, and send inquiries. E-commerce sites offer a platform where international buyers and suppliers come together to exchange products and services for money. Marketing on online marketplace is affordable and beneficial to both small and big businesses. Initially you may not get good response from buyers but gradually online marketing will help to improve your business sales. You can get new business opportunities through online marketing site. You can easily approach large customer segments which not possible through other marketing sources.

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Minal Dussal is the author of this article. She has written various articles on a B2B marketplace

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