

B2B vs B2C Marketing

by J. Warholic - Article last updated on: Saturday, March 05, 2011

<http://pwebs.net/2007/04/b2b-vs-b2c-marketing/>

To view images click link above.

Professional Web Services For Business

Folks, it doesn't really matter whether your business is Business 2 business or Business 2 consumer centered, the important ingredient between the two is marketing.

Sure, there are some key differences between [B2B vs B2C](#) but for a company to be successful in the long run today, all companies need to have a good Internet marketing plan established to get their message out on the Internet. Because as stated in the link, "[More Sales For You](#)" should be a prime motivator behind establishing a greater online presence. With a greater online presence, your business message will have greater penetration into the various online market places.

Everyone is searching online. Is that statement debatable anymore? I would think not, considering all the research by Internet media sources that show significant increases in the number of searches online annually. Google, Yahoo, and MSN are still the key players in the world of search, but new search engines are coming on the horizon, that are building up niche markets for themselves. While these new search engines are developing new technologies for searching, it is highly likely that one of the big search engines will buy out some of the new startups that offer new looks into the Web. This directly affects the B2B and B2C market places for all types of commerce. Forget the traditional definitions for B2B or B2C being that of businesses operating in an eCommerce mode, because that traditional definition is no longer restricted to eCommerce alone.

[B2B and B2C](#) represent just about all companies on this planet. Granted, there are some in the C2C classification for Consumer to consumer, but that is limited to a very small minority of businesses operating on the Internet today.

Many businesses that are local for their areas think that an Internet presence is not necessary, because they are thinking that they only serve the local markets. This reasoning is no longer valid. Local markets are driven more and more by the power of local search. Yellow pages are being thrown out or never opened and both buyers and consumers are frequenting the Web in order to find a local phone number or get directions off the Internet.

Every business needs to develop their Internet presence because the competition is surely [Creating A Web On The Internet](#) for themselves in more ways than one.

Get your B2B or B2C business on the fast track to success. Professional Web Services provider of [Internet marketing services](#), [online advertising strategies](#), [ethical search engine optimization](#) and [Web branding solutions](#). Contact us for a free [Internet marketing evaluation](#) today.

Professional Web Service provides [online marketing](#) for businesses looking to get more search engine exposure, and more sales for the bottom line.

Copyright © [Professional Web Services](#) - All Rights Reserved

All trademarks, registered trademarks, servicemarks, and copyrights are the property of their respective holders.

This PDF generated by Kalin's PDF Creation Station