

M A S T E R I N G

B2C

THE COMPLETE SELLER'S GUIDE



C A S S I O P I A N
R E S E A R C H T E A M

Table Of Contents

Introduction	3
The B2C Consumer	4
Buying In Microseconds - B2C's New Trending Buyer Persona	7
Positively Charging Your Buyer's Emotion To Buy	9
Decrypting The Online B2C Consumer	11
On-Line or In-Store? The Final Dilemma	12
The Power of Pricing	14
The Brick 'n' Mortar "Sweet Spot"	16
Exploring B2B and B2C Marketing Models	18
Logic Vs. Emotion	21
Personalizing B2C Marketing	22
Increasing Sales and Revenues Through Personalization	24
Capitalizing On Data-Driven Marketing	27
Optimizing and Profiting From Data- Driven Marketing:	28
Understanding The B2C Marketing Challenges	30
The Most Effective B2C Marketing Channels	33
SEO And B2C Marketing	36

B2C and Content Marketing	37
B2C Pay Per Click Marketing	38
Offline B2C Marketing (Direct)	39
Non Traditional Channels in B2C marketing	39
Keeping Your Content Strategy Intentional, Relevant and Engaging	40
B2C Marketing Checklist	42
Bibliography & References	48

Introduction

Business directly focused on consumers constitute what is known as B2C services. Simply put B2C stands for Business to Customers i.e. businesses offering consumer-based services or products e.g. fashion store, car-hire service, drug store, restaurant, software firm, grocery shop, resort hotel, etc.

Mostly there are three focus areas for any B2C company:

- a) Product Value
- b) Product Benefit and
- c) An emotional connect with their customers.

With the world going online, B2C brands are furiously trying to get a slice of the global pie, which in this case is quite substantial. The global E-commerce industry which stands at a 3.53 trillion globally is soon poised to hit a \$6.54 trillion dollars by 2023. And with the current onset of the Corona virus that number seems achievable even faster.

Unlike Businesses buying from businesses (Business to business) consumers, direct customers to businesses have lesser patience. They want a fast solution to their problem and pain points. They don't have the time and patience to do thorough research on every product they buy rather end up making a purchase within a span of a few hours to days. Some B2C companies even go so far as to provide quick view comparisons of their products with the competitors to ease the burden of decision making for the B2C customers.

What are the areas a B2C company needs to be aware of for successful market campaigns?

(a) Market Trends

(b) Target Audience's • Purchasing habits, • Needs and • Preferences

And what would a successful promotion entail?

(a) Smart

(b) Data driven

(c) Technology-heavy

(d) Accessible to customers

(e) Customer need focused

The guide here will cover the following:

(i) Various aspects of B2C marketing

(ii) Channels

(iii) Challenges

(iv) Do's and Don'ts of consumer based marketing

The B2C Consumer

Know thyself was what King Solomon said eons back. Know you customers is the mantra of the current millennium. The easiest and the most effective way so far to know our customers (as a B2C brand) is shape out model customer from analyzing market information. Things you should be asking could be - is my customer male or female? What is the average age of my buyer? From which income-bracket do they come from? Are they mostly single or married?

And to properly know your target customer is understand what motivates them. More often than not to figure out what makes your customer tick, what gets them excited is more than half the battle won is knowing them. Here are some reminders of things that motivate people to reach for their pocket!

Understanding The Most Common B2C Buyer Motivations

Making peace with the self or coming to a closure: Most, rather all of buying behavior is psychological. Often humans will not want to let go of their past and at times they will want to make amends by satisfy that gap. As marketers we cannot look away from this demand. Often a man will may have had a bad relationship with his mother will more likely buy something to honor her. It's human motivation and we cannot ignore this need.

Feeling special, enjoying exclusivity

Look yourself in the mirror and more often than not you'd always feel prized, one of a kind. No matter how truthful that matter may be and off course given we are all unique in many ways, this unique form of self- assurance gives us a feeling of exclusiveness. That is where all the big spends happen: premium cars, country club memberships, splurging on an exotic vacation, cruise vacations - the works. For the buyer it all helps in triggering those emotions.

Realizing a vision, some life dream

Many of us are dreamers and would want someday to own some things which would make those life vision come to fruition. If owning a Californian beach house or downtown condo will make one of your life dreams come true, wouldn't you buy it? If you do, then there must be a strategy where one can sell to these usually high ticket buyers.

Saving money, time, attention or energy

A huge draw for consumers in buying stuff is to save time, energy or money. Realizing this need B2C marketers can remind their customers that, in the long- or short-term, they will recoup their money.

Feeling comfortable and/ or feeling great

From food retailers to wine sellers they meet another need consumers have - to feel warm, at home and great! Its a comfort thing at play. Many retailers understand this. Be it the ones selling comfort foods like fried chicken, macaroni and cheese, French fries or the ones selling vintage wine bottles or hot-chocolate on a wintry night.