

# B2C

## CONSUMER ADVERTISING

### B2C Marketing Fundamentals

- Emotional connection
- Create demand
- Induce action/impulse

### B2C Buyers

- Look for brand values that align with their own
- Want a connection to something larger than themselves (community)
- Need validation that they make smart choices
- Use brands to define how others view them

### You Must

- Understand your buyer's journey
- Make brand promise and culture a part of user experience
- Have products and services that deliver on the emotional connection to the brand
- Be where your customers are

# B2B

## TRADE ADVERTISING

### B2B Marketing Fundamentals

- Factual/informational
- Motivate/inspire
- Calculated decision

### B2B Buyers

- Have a responsibility to make the right decisions
- Take less risks
- Need quality to be absolutely right
- Believe they have the ability to cut-thru the bull

### Shared Marketing Fundamentals

Know the target market -  
what motivates them

Position and price  
product to be competitive  
in the marketplace

Communicate product  
attributes to demonstrate  
value and demand

### You Must

- Raise your game
- Clearly understand their needs
- Ensure that your products exceed their requirements
- Let them know

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