



Chemistry: Idea to Market

Business to Business Marketing

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Business-to-business (B2B) marketing is currently one of the fastest-growing areas of marketing. As technology brings more businesses together, companies are beginning to court each other far more aggressively. And as technology makes the world a smaller place, it becomes more important for marketing and sales professionals to understand and implement the principles of business-to-business marketing.

B2B marketers promote goods and services that will help other companies run. Some of the things businesses produce for other businesses include equipment, components, raw materials, processing services and supplies. In addition, because, in the main, B2B marketers target other companies, they are able to run more focused marketing campaigns.

Irrespective of advances in technology making the world a smaller place and opening up new markets, some things haven't changed — you need to do your homework and know your route to market and customer base. Key areas of B2B Campaigns that you may want to consider as priorities

Focus on your customer:

- Relationship Building: Who are key stakeholders/decision makers in their organisation
- Do they need different methodologies of approach? Do they need different levels of personnel to service them?
- What are their priorities? What do they want from the companies that they deal with?
- Who are their competitors? Who are their customers?
- How will what you are selling them make them more competitive in their marketplace?
- Make sure you know and understand your target customer profile inside out?
- Customer Care? What level of after sales support are you going to give them? This can make the difference of a sale or no sale and may form a large part of your overall marketing campaign.

This effort is to ensure that what you have to sell fits with the company profile/ethos of your target market.

Are you creating a campaign that has a push and pull appeal? There are two main kinds of promotional strategy — push and pull. In the first information or product is 'pushed' down the supply chain. The producer promotes the product to wholesalers, the wholesalers promote it to retailers, and the retailers promote it to consumers. Mobile phones are a good example of this approach. In a pull approach, the consumer demands the product and 'pulls' it through the delivery channels. Marketing for children's toys is a good example of generating a pull approach and supermarkets a good example of a sector which uses a push-pull approach to marketing.

In parallel and of prime importance are the attributes of your products/services. So what are your Unique Selling Points (USPs):

- Innovation
- Price/profit margin
- Exclusivity
- Service package (customer care)
- Pull Campaign
- Environmental/sustainable