Marketing Tips for B2B ecommerce from the World of B2C

As you know, marketing a B2B ecommerce site is much different than marketing directly to a consumer. Your website and content needs to cater to business executives and provide downloadable information that can be discussed among decision makers.

Simplicity is Key
If you offer information or gated content through your site, only ask for a few basic details to access the content. There are often multiple people involved in in a series of decisions to purchase your product or enter a contract with you. Therefore, make it easy to obtain information from your site. Keep the process simple and not arduous. Sometimes decision makers are working for completely different entities.

You cannot stand apart from the competition by simply being more transactional and adding a shopping cart to your site. Consider that the way you tier your services can also be a way for your business to stand out.

Design for Decision Makers
The design of your website should completely evolve around the B2B user experience. Arrange the navigation on your website according to the personas that view your website. Once a company enters into business with your company, you can offer a login on your site to facilitate contract renewals. Note the distinct difference between how B2C sites can focus on visual elements to their benefit. Whereas, successful and well-developed B2B sites focus on providing educational material through:

- White papers
- Product demonstrations
- Reviews
- Instructional videos

Use the description of your products and services as a way to appeal to everyone on the chain of command. Consider using high quality videos and imagery for each offering on your site. Some sales cycles for B2B companies can last a few months up to a full year. Ensure that your company is using a robust CRM so that you know where each of your customers are in the sales cycle. Having a powerful CRM will assist you with the challenge of operating on a longer sales cycle than B2C.