



## Article Side

What is B2B Marketing? by [Antonsky8@gmail.com](mailto:Antonsky8@gmail.com)

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The term B2B is derived from Business to Business so; B2B Marketing essentially means a transaction between two businesses. It can be between a wholesaler and a retailer or similarly between a manufacturer and a whole seller. So, what exactly does B2B marketing contain in it?

When dealing with a consumer a business may be selling food items, clothing or other products while in B2B Marketing this may not be the case at all. Normally in B2B Marketing you are dealing with not a consumer but another organization which requires information. So, the main highlight of B2B Marketing is information exchange. This transaction however does not stop when information is exchanged because the buyer constantly needs updated information along with analysis of the information and proposed solutions. Social media now days is also a very important part of this B2B exchange as social media is a great platform through which you can converse with and improve relationships with prospective buyers. Social Media if used properly can improve and change marketing perceptions and image of your organization like no other strategy could as you are directly interacting with potential buyers through it.

Another thing about B2B marketing is that most of the time multiple buyers are involved and they may have different roles in the buying process but all would need to be educated at each stage so that things can move forward smoothly. B2B marketers can easily identify buyer roles solely based on their actions and guide them accordingly.

B2B Transactions also include sales involvement. They can be inside sales teams, field sales teams etcâ€¦ however this direct involvement also has another aspect of B2B marketing which is a steady flow of leads. Normally B2B marketers take a top down approach to marketing analysis and this is due to the length of the buying cycle which usually lasts for quarters if not years.

In todayâ€™s fast moving world, the buyers are evolving at a rapid rate and they are now getting more and more educated using the internet, through social media or any other form where information can be exchanged online. However, with evolution of buyers the role of marketing is also evolving. It is extremely significant for your business to have a marketing agency which has evolved with todayâ€™s world and can stand by your business and promote it. One such agency is LBM Direct Marketing.

As Peter Drucker had described that the role of marketing is to know and understand the customer so well that the product or service fits them and sells itself. Same is the case here at LBM. Their motto is to get under the skin of their client to exactly know what the customer wants and then to deliver everything the customer wants and more. LBM has a consultancy based system where clients not only get support and modern day marketing techniques but they also get innovative ideas which can further improve the experience of the customers. LBM is a one window stop for all the marketing needs of any business.

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