

B2C Services Content Marketing

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I. INTRODUCTION

Services make up the bulk of today's economy across India and in developed economies around the world. In today's growing economy, marketing is a systematic process of making the prospective consumers aware about the services available. Marketing is always carried out by following a strategic and preplanned route. Services are intangible products provided either by a business to another business (B2B) or by a business to consumers (B2C).

Services marketing relates to the marketing of services, as opposed to tangible products. Marketing is about communicating the value of a product or service to customers or consumers for the purpose of promoting or selling it. The oldest – and the easiest form of marketing – is 'word of mouth' marketing, in which consumers convey their experiences of a product, service or brand in their day-to-day communications with others.

II. OBJECT OF THE STUDY

The object of this study is to understand how a service provider markets his/her intangible products to consumers or customers. Service marketing is a sub-field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast moving consumer goods (FMCG) and durables) and services marketing. Services marketing typically refers to both business to consumer (B2C) and business to business (B2B) services, and includes marketing of services such as telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services and professional services.

Services are (usually) intangible economic activities offered by one party to another. Effective service marketing is essential to any service provider to ensure satisfactory sales and increased profits. A recently proposed alternative view is that services involve a form of rental through which customers can obtain benefits.

III. IMPORTANCE OF THE STUDY

Proper marketing of services contributes substantially to the process of development. If innovative marketing principles are followed in services marketing, the socio-economic transformation will take place at a much faster rate. In the service industry, developing and implementing successful

marketing programmes are necessary to foster a customer orientation. Services marketing places ample emphasis on selecting and balancing the right marketing mix elements. Prof. Neil H. Borden of the Harvard Business School first introduced the term 'marketing mix' later; it became widely used throughout the world. Marketing took place only after the manufacture of product. With the advent of rapid industrialisation, more and more varieties of products were manufactured. Naturally, importance was given to marketing activities. The role of service generating organisations became important.

IV. REVIEW OF LITERATURE

"The marketing mix concept is a well established tool used as a structure by marketers. It consists of the various elements of a marketing programme, which need to be considered in order to successfully implement the marketing strategy and positioning in the company's market. It is the important internal elements or ingredients that make up an organisation's marketing programme". - Adrian Payne

"It is a combination of different sub mixes of the marketing mix, such as product mix, promotion mix, price mix and the place mix. Some of the experts also talk about sub mixes like people, physical evidence and Process" - 8M. Jha

A marketer is viewed as a "decider" or "artist" or a "mixer of ingredients" who designs marketing mix. "He may follow a recipe prepared by others, or prepare his own as he goes along or adopt a recipe to the ingredients immediately available, or experiment with or invent ingredients no one else has tried". - Neil Borden.

V. RESEARCH METHODOLOGY

i) Research Design - The researcher aims at analyzing retailers attitude towards selected branded processed convenience food items marketed in city. Scientific enquiries aimed at discovering the relations & interactions among sociological, psychological and educational variable in a situation among selected groups attitudes, values, perceptions and behaviors.

VI. MARKETING

Marketing is the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of Marketing:

- (1) Product,
- (2) Price,
- (3) Place, and
- (4) Promotional strategy.

For example, new Apple products are developed to include improved applications and systems, are set at different prices depending on how much capability the customer desires. In order to promote the device, the company featured its debut at tech events and is highly advertised on the web and on television.

VII. SERVICES

Services are a type of economic activity that is intangible, is not stored and does not result in ownership. Services are one of the two main components of the economy the other being goods. The examples of services include the transfer of goods such as the postal service of delivering mail or of seeking expert opinion such as visiting the doctor.

VIII. BUSINESS TO CONSUMER

The final customer is the consumer with a B2C business. Housecleaning services, restaurants and retail stores are examples of B2C companies. Websites that offer consumer products are B2C. The B2C sales cycle is shorter. The consumer is encouraged to buy the product immediately. For example, a mother is looking for educational toys. She finds the site, reviews the product and buys the toy. Purchases are made on an emotional basis as well as on the basis of price and product. It gets a little confusing when the product is marketed to consumers but goes through several steps to get to the customer.

IX. BUSINESS TO CONSUMER MARKETING

It all comes down to size, speed, and need. As opposed to businesses—which typically make large purchases to meet previously identified business needs—an end consumer typically makes much smaller purchases, sometimes to meet a “need” only thought of after seeing the product for sale. Consumer purchases take much less time—seconds, for an impulse buy; perhaps a couple of weeks if shopping for a specific item at the best price. The decision is made by only one person (or two, in the case of a couple making a joint purchase). Consumers expect to receive some benefit from their purchase, but typically don’t weigh the financial risks as heavily as businesses do. Effective business-to-consumer (B2C) marketers know this, and develop campaigns that connect with the consumer mindset. Through advertising, direct and Internet marketing, storefronts, and discount offers, the B2C marketer works to convert shoppers to buyers as efficiently as possible.

X. WHO EMPLOYS B2C MARKETING?

Those selling consumer-based products typically engage in some form of B2C marketing. Some examples include:

B2C Marketing Considerations

Computer and gadget companies often market new products, providing tools to make your life more fun and efficient, solving problems you didn’t even know you had.

Software and game companies use, among other strategies, conventions (such as Electronic Entertainment Expo, aka E3) to get the word out. (*See also In-Game Marketing*)

Restaurants will market their food, but also their reputation and atmosphere.

Clothing, jewelry, and make-up companies do much of their marketing through the concept of “fashion”—which can be changed whenever there’s a new product to sell.

Drug companies in the United States run advertisements about new products, urging you to “ask your doctor if [Fixitol] is right for you.” (In some other countries, it is illegal to market drugs directly to the consumer; in those places, companies market to the doctors.)

Car companies continue to be creative with their B2C campaigns, such as doing road trips building towers of gasoline cans to show how much fuel you save with their high MPG cars.

Food companies selling in grocery stores market not only through advertising, but through product packaging and in-store displays.

XI. NEED FOR B2C SERVICES CONTENT MARKETING

Business-to-customer marketing refers to the tactics and best practices used to promote products and services among consumers. B2C marketing differs from B2B marketing in a number of key ways; one being that it often depends on campaigns’ abilities to invoke emotional responses, rather than solely demonstrating value. Content marketing is not just a buzzword; it’s a hugely effective marketing strategy. MarketingSherpa used content marketing to *increase blog traffic by 232%* and Buffer’s stats show that publishing useful content regularly has a major impact on the company’s finances.

It’s no wonder that according to the Content Marketing Institute, “*86% of B2C marketers use content marketing, and 55% of B2C marketers plan to increase content marketing spend next year.*”

In other words, *if you’re marketing to consumers directly either through your blog, corporate site or online store, you need to know how to use content marketing effectively.* This definitive guide will show you how to use content marketing to improve organic traffic, build a community and position your brand better.

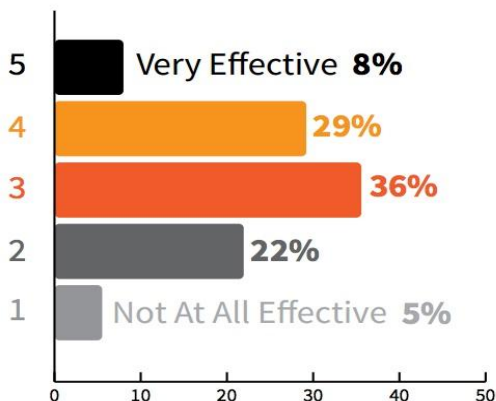
XII. WHAT IS B2C CONTENT MARKETING?

Business to consumer (*B2C*) content marketing covers the methods and best practices used to promote products and services among consumers through the use of useful and

engaging content.

A research study on Heidi Cohen’s blog shows that 37% of marketers agree that content marketing is effective for lead generation, relationship building and increasing sales.

How B2C Marketers Rate the Effectiveness of Their Organization’s Use of Content Marketing



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Unlike businesses, end consumers tend to seek a specific solution that solves a known problem for them. B2C content marketing can help meet those needs and increase interest in your products.

XII. UNDERSTANDING THE B2C CUSTOMER

For businesses, there are many advantages of marketing to consumers directly, which is perhaps why businesses plan to spend more on this area in the next 12 months.



A big advantage of B2C content marketing is that you speak directly to consumers with no intermediary, resulting in a shorter sales cycle (more on this later). It’s the individual consumer who makes the final decision, usually based on both rational and emotional thinking. *Keep that in mind when creating content marketing material.*

XIII. CONCLUSION

In marketing, any reference to product normally applies to service also. While defining the term ‘marketing’ William J. Stanson has said, it is a total system of interacting business activities designed to plan price, promote and distribute want-satisfying products and services to present and potential customers, and distribute clear from this definition that all marketing activities focus not only on want-satisfying products but on services as well. In conclusion, it can be said that Business to Customer services content marketing is of vital importance for improved sales and profits. Apart from sales personnel, customers are a source of influencing other customers by word of mouth. For example, a customer who is satisfied with the service rendered by professionals such as doctors, lawyers, tax consultants brings in a number of other customers. Most of the customers are prepared to buy the services of service providers on the recommendations of their friends, relatives, associates, etc. At the same, a dissatisfied customer talks ill of the service he had received. So it is essential that the service provider should ensure total satisfaction of the existing customers.

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Keywords:

Marketing, Services, Content, Business, Customer, Consumer, Economy, Development, Marketing principles, Innovative, Profits.