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what is b2b marketing b2b business to business marketing refers to any marketing strategy or content that is geared towards a business or organization companies that sell products or services to other businesses or organizations vs consumers typically use b2b marketing strategies what is b2b marketing business to business or b2b marketing refers to a business s process of promoting products and services to other companies to help them improve their operations real world examples of b2b companies include microsoft salesforce mailchimp business to business b2b is a transaction or business conducted between one business and another such as a wholesaler and retailer b2b transactions tend to happen in the supply chain business to business b2b refers to the transactions or interactions between businesses rather than between businesses and individual consumers it involves the exchange of goods services or information between two or more businesses in this guide we re covering everything you need to know for business to business marketing success including the definition of b2b marketing the differences between b2b and b2c marketing the best tried and tested b2b branding strategies examples of b2b businesses doing excellent marketing b2b digital marketing refers to the various strategies to promote a business s goods and services to other companies this includes multiple tactics such as seo leveraging search engines website design paid advertising email campaigns and social media management

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