What are differences between relevant / interactive BtB and BtC communication?

Lega restrictions in terms of not only data collection but also the way it is processed.

Level of information

Use of communication channels

one person and a group interacting vs 2 groups interacting

In BtC there are usually many more customers than in BtB

BTB communication should look more serious and put the focus on the functions of the product. BTC communication is much more about emotions and creating an unique experience

In the btb communication you know your partner very well and create communication which might meet their needs. Btc you don't know every costumer but with the online shops it is getting there

B2C is very emotional, the company has to sell a story.B2B is more fact-driven. It is more important how high or low is the revenue for the selling & buying company.

Different use of content (educational vs. joyful)

What are differences between relevant / interactive BtB and BtC communication?

B2B communication needs a solid relationship between brand and consumer, which can be harder to establish because decisions are based more on rational and objective decisions compared to B2C

Timing and mindset of the consumers

B2B should be more professional, B2C more emotional

BtB is more fact driven. Interaction might need more time. BtC can be done on a more personal level. Interaction is quicker.

B2B business driven -> focus on organisation benefits, B2C fun/entertainment orientated

BtC communication is more about engagement with the customer and the story or feeling the company is trying to stell through their product / service. BtB is rather about the qualities of the product and facts.

different goals the communication should lead to

Decision making takes longer in BtB than BtC

Why are ecosystems rising?

Convenience for users

A mixture of convenience and minimalism. People like to "declutter" their life and having everything in one system is very beneficial. Furthermore, it is much easier to learn how to use one system than multiple apps at once.

Profit from personalization, since they have a lot of accurate personal data to process

Ecosystems are often two-sided markets, which typically show monopoly tendencies

They connect all aspects of life without making it too complex (using only one app). Can create personal experience (Trend Hyper Personalisation).

Ease of use, one-fits-all-solution, single-sign-on, algorithms are learning from your consumption behavior eg., they knew the fastest way to your workplace, they know what you like to eat on a Friday night, you can order w/ 1 click & it's delivered

For the company, it is the chance to create a monopol by combining the most needed services together. For customers reasons can be, to trust only one company with their needs and to have combined many things under one roof.

Companys can offer their customer a 360°-Service in a convenient way.

Continuing digitalisation and spread of the internet promotes the emergence of eco-systems

Why are ecosystems rising?

it is more convenient for the consumer to have many different functions in one app

if you have one App, you might have a wide range of pretty usefull tools linked to it as well... like it turns to be a "must" now a days, even if many do not agree with giving away their data

easy to use (only one app)

For consumers: You have many different apps for a different thing. So these apps combine all in one. As an app: you have a better understanding of your consumer. So you know everything and you can communicate with him based on this data

from the company point of view: gaining more and binding customersFor customers: easy to use, convenient etc.

They create value through relationships and networks, not through physical goods or infrastructure.

conventient, easy to use for both consumers and companies (to provide services)

Wie man sieht... es ist Obst im Haus

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