

The Definitive Guide to B2C Content Marketing

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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.

Key Elements of B2C Content Marketing

Here are some fundamental elements of a B2C content marketing campaign:

Product driven	You can't make it as a B2C content marketer without a viable product. Whether your product is tangible (like a watch), downloadable (like e-books), or digital (software, tools etc) you need a relevant product to promote to your target consumer.
Design and user experience	Design is another core element of an effective B2C content marketing campaign. In today's competitive market, design affects user experience. In fact, design is marketing .
Large target market	According to Emarketer , B2C ecommerce sales are expected to reach \$1.7 trillion in 2015, primarily due to the expansion in online and mobile users. Since there are more individual consumers than businesses, it's a great opportunity to reach lots of people.
Emotional buying	As I mentioned earlier, emotions are an important part of B2C content marketing. Masterful Marketing says the emotional buying decisions of your consumers are based on status, desire and price.

The Difference Between B2B & B2C Content Marketing

B2C Buyers	B2B Buyers
Make buying decisions for individuals or households	Make buying decision for companies that serve other companies or many consumers
Purchase size is small	Purchase can be in the millions or billions dollars
One buyer, may include some influencers or other users	Many people, even departments involved in buying decision
300 million peoples in the united states; 100 million households	500,000 business and organizations in the United States
Located throughout the United States	Concentrated in areas based on cost, access, and availability of resources to produce products or services

Want more ideas on how to create a good content read [10 Ways To Improve Your Content Marketing](#).

How to Succeed with B2C Content Marketing

If you want to make a success of B2C content marketing, there are several things you need to do:

1. Identify consumers' goals

Ask yourself- will my product meet my customers' needs and why? Write your answer below.

2. Know the headline styles that grab consumers

Write headlines that highlight the benefits to them. Whether you're writing a product review or a tutorial, make sure you include the benefit of that particular course, product or service in the headline.

Exercise:

Target Keyword	Desired Headline
blogs that make money	

Create a user friendly website:

To succeed at B2C content marketing, optimize your website and make it user friendly. Here are the steps you can improve:

a) Design:

As a B2C marketer, your primary focus should be to capture consumers' attention and give them a reason to stay. Focus on a simple layout and readable fonts to achieve this.

b) Content:

Content creation is important to your site design and B2C success. That is why it's vital to understand how to layer your content through the buying cycle.

c) Navigation:

When designing a website or store for consumers, make sure they can easily find the best content, so they can read it and take action.

d) Functionality:

This is the last piece that makes a website user-friendly. If you want to check how your site is doing, use the [Quick Sprout](#) tool. It will analyze your URL and give insights on how to improve your organic rank and traffic.

Design social media engagement:

If you want to get more social shares, follow these simple three-step process:

Step 1. Determine what knowledge and content is sharable:

If you want to discover the kind of topic that consumers will share on social media networks, the best way is to spy on your competitors and pinpoint their best content. You can use [Buzzsumo](#) for competitor link research.

Step 2. Determine the appropriate online space for sharing:

If you create infographics, then Pinterest and Instagram would likely generate the most shares for you. If you mostly create videos and blog posts, focus on Facebook and Twitter as your promotional channels.

Step 3. Develop participation opportunities:

If you want to improve social engagement with consumers, you must participate fully, welcome feedback, know what your fans want and always add value to the conversation.

How to write B2C content:

The purpose of B2C content is to give valuable information to consumers. Unlike traditional marketing, B2C content should not interrupt them.

Helpful guide: [37 Point Checklist: How To Create Content That Will Increase Your Traffic By Tomorrow Morning](#)

Conclusion:

Create a multi channel content marketing strategy that should involve articles, blog posts, videos, infographics and podcasts etc. That will help you drive engagement and nurture relationships, wherever your target audience happens to be.