

B2B vs B2C (vsdiff.com)

Feature	B2B (Business-to-Business)	B2C (Business-to-Consumer)
Target Audience	Businesses and organizations	Individual consumers
Sales Cycle	Longer and complex	Shorter and straightforward
Marketing Strategies	Direct sales, email marketing, and industry networking	Mass marketing, social media, and influencer partnerships
Purchase Decision	Multiple stakeholders and lengthy approvals	Individual preference and impulse-driven
Pricing Structure	Negotiable and may involve contracts	Fixed pricing with occasional discounts
Customer Relationships	Long-term, ongoing relationships	Short-term, transactional relationships
Product Complexity	Complex products, tailored solutions	Simpler products, ready-made solutions

Source: <https://vsdiff.com/b2b-vs-b2c/>