DROPSHIPZONE

THINKING LIKE A B2C AS A B2B

How Dropshipzone Does It

TODAY'S AGENDA

Who is Dropshipzone?

Getting Business Buy-In

How to get the journey right as marketers

Optimising the experience for Retailers and Suppliers

Empowering the sales team

DROPSHIPZONE

Australia's B2B2C Marketplace

2,500+
Active Retailers

150+
Active Suppliers

100,000+
SKUs for
Dropshipping

DROPSHIPZONE MODEL

Customer makes a purchase

From a Retailer

DROPSHIPZONE

Listing products via Dropshipzone

Order is confirmed

By Dropshipzone Supplier

Dropshipzone Supplier ships order directly to the Customer

DROPSHIPZONE

GETTING BUSINESS BUY-IN

THE ARGUMENT FOR B2C BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Customer Experience

REPUTATION

Fame

RELATIONSHIP

Repeat Customers

DROPSHIPZONE

THE ARGUMENT FOR B2C BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Customer Experience

REPUTATION

Fame

RELATIONSHIP

Repeat Customers

DROPSHIPZONE

THE ARGUMENT FOR B2C BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Customer Experience

REPUTATION

Fame

RELATIONSHIP

Repeat Customers

DROPSHIPZONE

THE ARGUMENT FOR B2C BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Customer Experience

REPUTATION

Fame

RELATIONSHIP
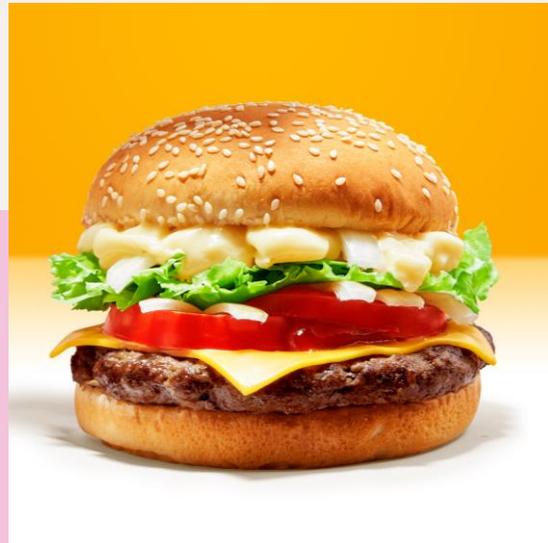
Repeat Customers

DROPSHIPZONE

THE ARGUMENT FOR B2B BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Communications

REPUTATION

Trust

RELATIONSHIP

Ongoing Business

DROPSHIPZONE

THE ARGUMENT FOR B2B BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Communications

REPUTATION

Trust

RELATIONSHIP

Ongoing Business

DROPSHIPZONE

THE ARGUMENT FOR B2B BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Communications

REPUTATION

Trust

RELATIONSHIP

Ongoing Business

DROPSHIPZONE

THE ARGUMENT FOR B2B BRANDING

IDENTITY

Distinctiveness

CONSISTENCY

Communications

REPUTATION

Trust

RELATIONSHIP

Ongoing Business

DROPSHIPZONE

THE ARGUMENT FOR BRAND POSITIONING

Behind every business are humans that are making decisions.

Humans use brands as a shortcut to how they grade a business against key purchase criteria.

DROPSHIPZONE

But doesn't a B2C approach to brand require a B2C budget?

DROPSHIPZONE

GETTING THE JOURNEY RIGHT AS MARKETERS

YOU STILL NEED TO SEGMENT AS A B2B

B2C Segmentation

Geographic	Demographic	Psychographic	Behavioural
Country	Gender & Age	Values & Goals	Purchase habits
State	Education	Interests	Brand interactions
Region	Children	Needs	Spending habits
City	Occupation	Pain points	Loyalty
Language	Income	Personality	Website actions

DROPSHIPZONE

YOU STILL NEED TO SEGMENT AS A B2B

B2B Segmentation

Demographic	Operations	Behaviour	Situation Factors	Individual Characteristics
Industry	Technology	Purchasing Criteria	Urgency	Buyer-Seller Similarity
Company Size	Users	Procurement Policies	Specific Application	Risk Appetite
Location	Capabilities	Key Decision Makers	Scope of Work	Loyalty
No. Employees				Prior History
Revenue				

DROPSHIPZONE

YOU STILL NEED TO PERSONIFY YOUR TARGET BUSINESS

B2B Target Persona - Dropshipzone

Target Retailer	Australian Small-to-Medium Pureplay Online or Omnichannel Retailers
Description	Retailers with ecommerce capability Runs either a zero-inventory buying strategy or is seeking to expand product range without holding stock Channel strategy does not rely on marketplaces
Dropshipzone Strategy	Attract retailers with owned customer base to generate revenue early (not MP). Use diversified range to diversify retail base.
Size	Third fastest growing industry for new businesses

DROPSHIPZONE

MAPPING YOUR CUSTOMER JOURNEY

	Awareness	Consideration	Acquisition	Buying Decision	Service	Retention	Loyalty
Cognitive state	A need is recognized. The buyer is exploring solutions to his need and realizes X software can help with it.	Buyer weighs options and compares different solutions based on price, features, ease of implementation.	Buyer registers for one (or multiple) free trials. They receive the activation email and start exploring features and tutorials.	Buyer decides to beome a paying user and onboard three of his team members.	Buyer has an issue with one of the features or the product and needs the help of the support team.	Customer is addressing challenges and problems with product usage. Usage is increased and new features are adopted.	Buyer is happy with the product and is actively promoting it to their peers.
Emotion	Overwhelmed but engaged in solving his need	Actively seeking a solution	Unsure but eager to test different solutions	Engaged and enthusiastic to onboard his team	Frustrated with the friction, anxious	Content with the value offered and eager to solve new challenges	Engaged and happy with using the product
Opportunities	• Offer value upfront • Map a solution to the buyer's problem • Inform and educate	• Position solution against competitors • Showcase product strengths • Establish trust and credibility	• Personalize onboarding process • Show how easy it is to get started • Provide a solution to the need upfront	• Case-studies from similar buyers • Compare costs and ROI • Offer support proactively	• Self-service and live chat • Offer personalized support, fast • Automate responses to common inquiries	• Create a feedback loop • Communicate new features or updates • Nurture and upsell	• Involve in product improvements • Collaborate on feature prioritisation • Encourage word-of-mouth with buyer referral programs
Buyer pain points	• Too many conflicting resources online • Not solution-aware yet	• Difficulty differentiating between products • Not sure who to trust • Overwhelmed by options	• Doesn't have enough time to test software • Having to get the rest of the team or shareholders onboard • Budget	• Lack of onboarding support • Costly fees for additional team members • Advanced features difficult to understand	• Poor customer service • Delayed or slow responses • Problem too specific	• Develops new needs through product usage that aren't met	
Teams	Marketing	Marketing and sales	Marketing, product, and sales	Sales and solution engineering	Support and success	Product, support, and success	Product, support, and success
Metric and KPIs	• Engaged traffic • Brand awareness • Share of voice • Lead funnel ratio	• Leads • Lead funnel ratio	• Free trials • Conversion rate • SQLs	• Trial to paid rate • Deals closed • Revenue • Average deal/order size	• First contact resolution • CSAT • Average resolution time	• Surveys: CSAT, NPS, etc. • Unsubscribe rate • Renewals	• Word-of-mouth • Referred users • Reviews

DROPSHIPZONE

OPTIMISING THE EXPERIENCE FOR RETAILERS AND SUPPLIERS

DROPSHIPZONE

INTEGRATED MARKETING COMMUNICATIONS

INTEGRATED MARKETING COMMUNICATIONS

INTEGRATED MARKETING COMMUNICATIONS

CUSTOMER-CENTRIC MARKETING

B2C WILL LEARN ABOUT THEIR CUSTOMERS

- Conduct market research

- Use surveys

- Analyse social media

- Monitor customer interaction via customer service
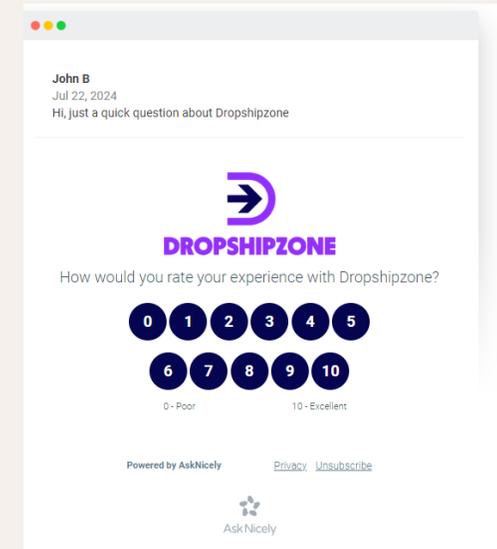
- Leverage data

B2B NEEDS TO DO THE SAME

- Conduct market research

- Use NPS

- Analyse reviews and feedback

- Monitor client interaction via account managers

- Leverage data

DROPSHIPZONE

NET PROMOTER SCORE

+60%

10%

-30%

PROMOTERS – DETRACTORS = NPS: 30

EMPOWERING
THE SALES TEAM

DROPSHIPZONE

INCORPORATING THE BRAND

- Speaking with one voice

- Increases productivity

- Reduces the risk

DROPSHIPZONE

FINAL THOUGHTS

- Thinking like a B2C marketer

- Budgets

- Adopting B2C strategy

- Integrated marketing communications

- Empowering the sales team

DROPSHIPZONE

THANK YOU

DROPSHIPZONE