



# THINKING LIKE A B2C AS A B2B

How Dropshipzone Does It

PICK IT → DROP IT → SHOP IT → SHIP IT → [DROPSHIPZONE.COM.AU](https://dropshipzone.com.au)

# 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



# GETTING BUSINESS BUY- IN



**WE'RE  
A B2B?**

**WHY SHOULD  
WE CARE ABOUT  
B2C?**

# THE ARGUMENT FOR B2C BRANDING



## IDENTITY

Distinctiveness



## CONSISTENCY

Customer Experience



## REPUTATION

Fame



## RELATIONSHIP

Repeat Customers



# THE ARGUMENT FOR B2C BRANDING



## IDENTITY

Distinctiveness



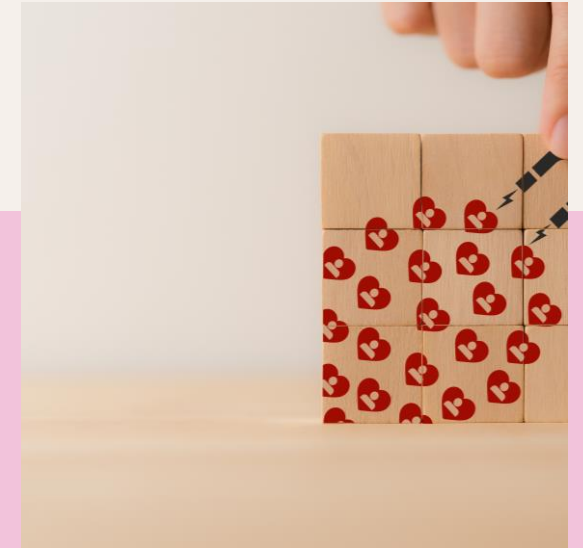
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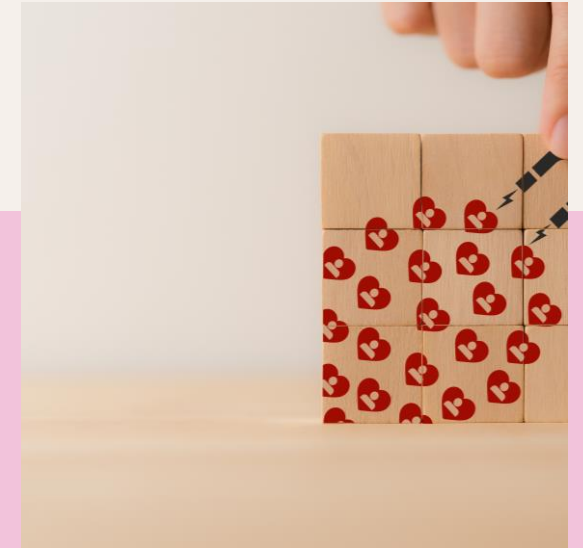
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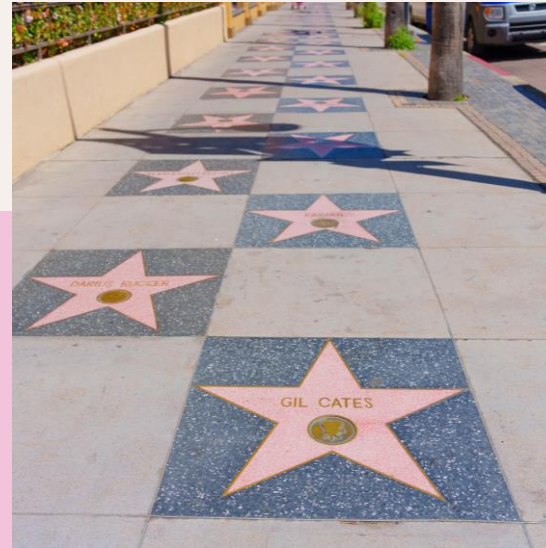
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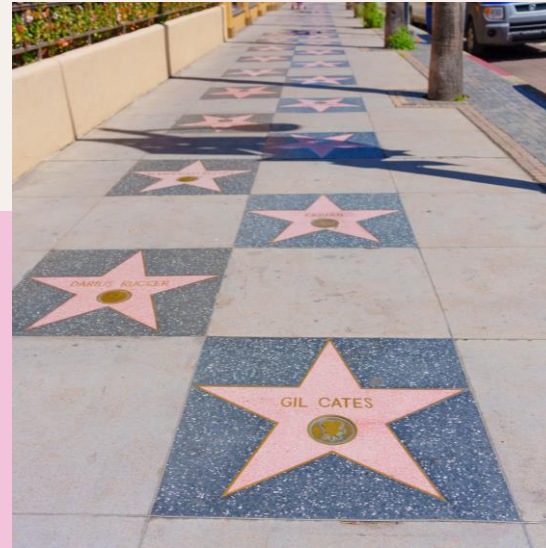
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## CONSISTENCY

Communications



## REPUTATION

Trust



## RELATIONSHIP

Ongoing Business



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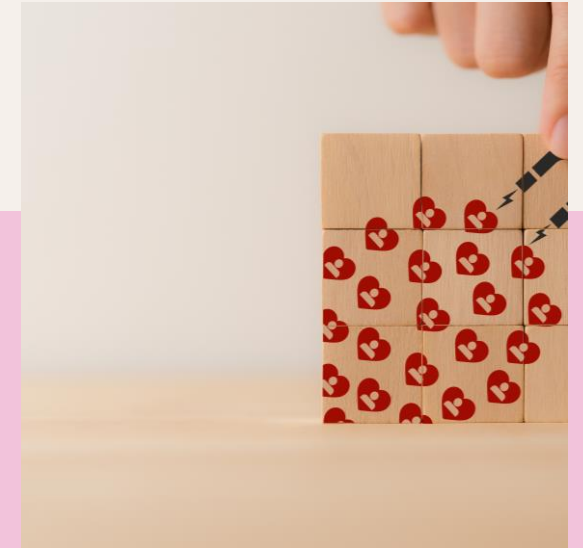
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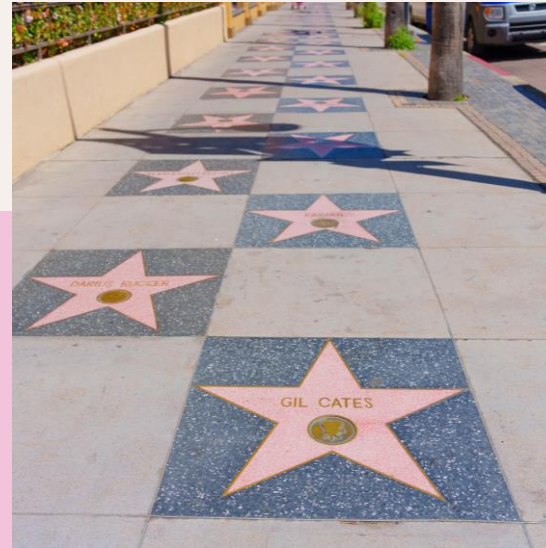
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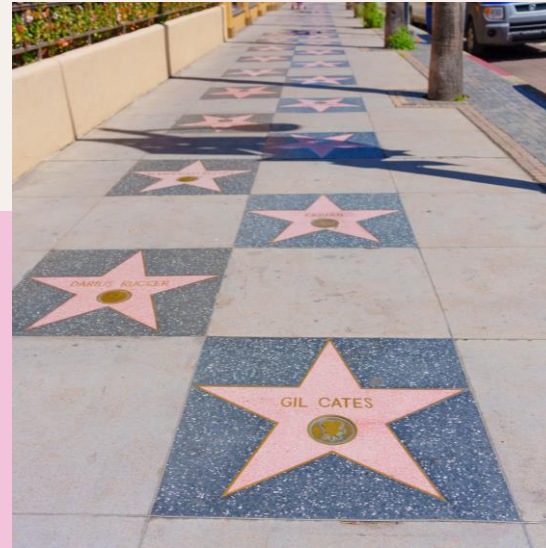
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# THE ARGUMENT FOR BRAND POSITIONING

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.

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

# 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

# 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				

# 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



# MAPPING YOUR CUSTOMER JOURNEY

	Awareness	Consideration	Acquisition	Buying Decision	Service	Retention	Loyalty
<b>Cognitive state</b>	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 become 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.
<b>Emotion</b>	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
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Offer value upfront</li> <li>Map a solution to the buyer's problem</li> <li>Inform and educate</li> </ul>	<ul style="list-style-type: none"> <li>Position solution against competitors</li> <li>Showcase product strengths</li> <li>Establish trust and credibility</li> </ul>	<ul style="list-style-type: none"> <li>Personalize onboarding process</li> <li>Show how easy it is to get started</li> <li>Provide a solution to the need upfront</li> </ul>	<ul style="list-style-type: none"> <li>Case-studies from similar buyers</li> <li>Compare costs and ROI</li> <li>Offer support proactively</li> </ul>	<ul style="list-style-type: none"> <li>Self-service and live chat</li> <li>Offer personalized support, fast</li> <li>Automate responses to common inquiries</li> </ul>	<ul style="list-style-type: none"> <li>Create a feedback loop</li> <li>Communicate new features or updates</li> <li>Nurture and upsell</li> </ul>	<ul style="list-style-type: none"> <li>Involve in product improvements</li> <li>Collaborate on feature prioritisation</li> <li>Encourage word-of-mouth with buyer referral programs</li> </ul>
<b>Buyer pain points</b>	<ul style="list-style-type: none"> <li>Too many conflicting resources online</li> <li>Not solution-aware yet</li> </ul>	<ul style="list-style-type: none"> <li>Difficulty differentiating between products</li> <li>Not sure who to trust</li> <li>Overwhelmed by options</li> </ul>	<ul style="list-style-type: none"> <li>Doesn't have enough time to test software</li> <li>Having to get the rest of the team or shareholders onboard</li> <li>Budget</li> </ul>	<ul style="list-style-type: none"> <li>Lack of onboarding support</li> <li>Costly fees for additional team members</li> <li>Advanced features difficult to understand</li> </ul>	<ul style="list-style-type: none"> <li>Poor customer service</li> <li>Delayed or slow responses</li> <li>Problem too specific</li> </ul>	<ul style="list-style-type: none"> <li>Develops new needs through product usage that aren't met</li> </ul>	
<b>Teams</b>	Marketing	Marketing and sales	Marketing, product, and sales	Sales and solution engineering	Support and success	Product, support, and success	Product, support, and success
<b>Metric and KPIs</b>	<ul style="list-style-type: none"> <li>Engaged traffic</li> <li>Brand awareness</li> <li>Share of voice</li> <li>Lead funnel ratio</li> </ul>	<ul style="list-style-type: none"> <li>Leads</li> <li>Lead funnel ratio</li> </ul>	<ul style="list-style-type: none"> <li>Free trials</li> <li>Conversion rate</li> <li>SQLs</li> </ul>	<ul style="list-style-type: none"> <li>Trial to paid rate</li> <li>Deals closed</li> <li>Revenue</li> <li>Average deal/order size</li> </ul>	<ul style="list-style-type: none"> <li>First contact resolution</li> <li>CSAT</li> <li>Average resolution time</li> </ul>	<ul style="list-style-type: none"> <li>Surveys: CSAT, NPS, etc.</li> <li>Unsubscribe rate</li> <li>Renewals</li> </ul>	<ul style="list-style-type: none"> <li>Word-of-mouth</li> <li>Referred users</li> <li>Reviews</li> </ul>

# **OPTIMISING THE EXPERIENCE FOR RETAILERS AND SUPPLIERS**

# INTEGRATED MARKETING COMMUNICATIONS



Hi John,

We're holding a **Winter Last Call Clearance Sale** 🎁 with up to 15% off on our selected winter products. This promotion will start at **midnight on 19 August 2022 until stock runs out for the majority of the products**. Please refer to the promotion file for detailed info about the promotion end date.

[Download](#) the file for the Winter Last Call Clearance Sale.



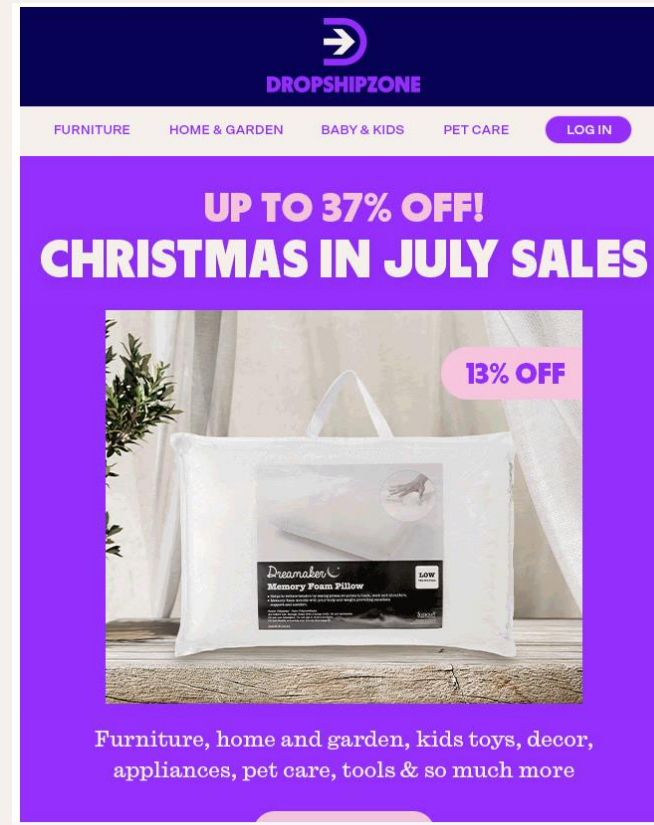
Simply place your orders on the Dropshipzone website. No promotion code is needed at checkout to redeem.

Please take advantage of these special promotions to attract more customers and grow sales.

If you have any questions, please feel free to contact us at [info@dropshipzone.com.au](mailto:info@dropshipzone.com.au).


Kind Regards,

*Dropshipzone Team*



# INTEGRATED MARKETING COMMUNICATIONS

ALL CATEGORIES | HOW DROPSHIPZONE WORKS | FAQ | CONTACT US | ABOUT US | BLOGS | Search



**DROPSHIPZONE REBATE PROGRAM**

A \$400,000 rebate was distributed to 22 resellers between August and December 2021

**CALLING ALL RESELLERS!**

**JOIN OUR NEXT REBATE!\***

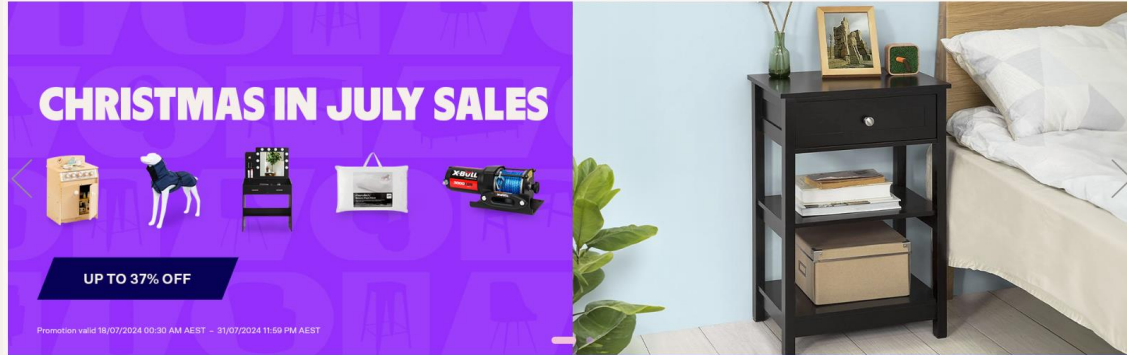
\*Target will be sent 22/3, RSVP by 18/3

The illustration shows a large blue shopping bag with a yellow 'PURCHASE' label, a large yellow percentage sign with 'REDEEM' and 'EARN' labels, and a yellow envelope with a percentage sign and 'REBATE' label. Two people are shown: one pushing a shopping cart and another holding a bag. There are also several gold coins floating around.

SELL SUPPLY LEARN SUPPORT DROPSHIPZONE LOG IN GET STARTED →

CATEGORIES ▾ New arrivals Promotions Search for products or suppliers...

DROPSHIPZONE.COM.AU PICK IT → DROP IT → SHOP IT → SHIP IT → DROPSHIPZONE.COM.AU PICK IT → DROP IT → SHOP IT → SHIP IT → DROPSHIPZONE.COM.AU



**CHRISTMAS IN JULY SALES**

UP TO 37% OFF

Promotion valid 18/07/2024 00:30 AM AEST - 31/07/2024 11:59 PM AEST

No registration or subscription fees No minimum order quantities Over 40,000 products available for resale

The banner features a purple background with various product images including a coffee machine, a dog, a chair, a bag, and a power tool. To the right, there is a photograph of a bedroom with a bed, a nightstand, and a plant.





# 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



# NET PROMOTER SCORE

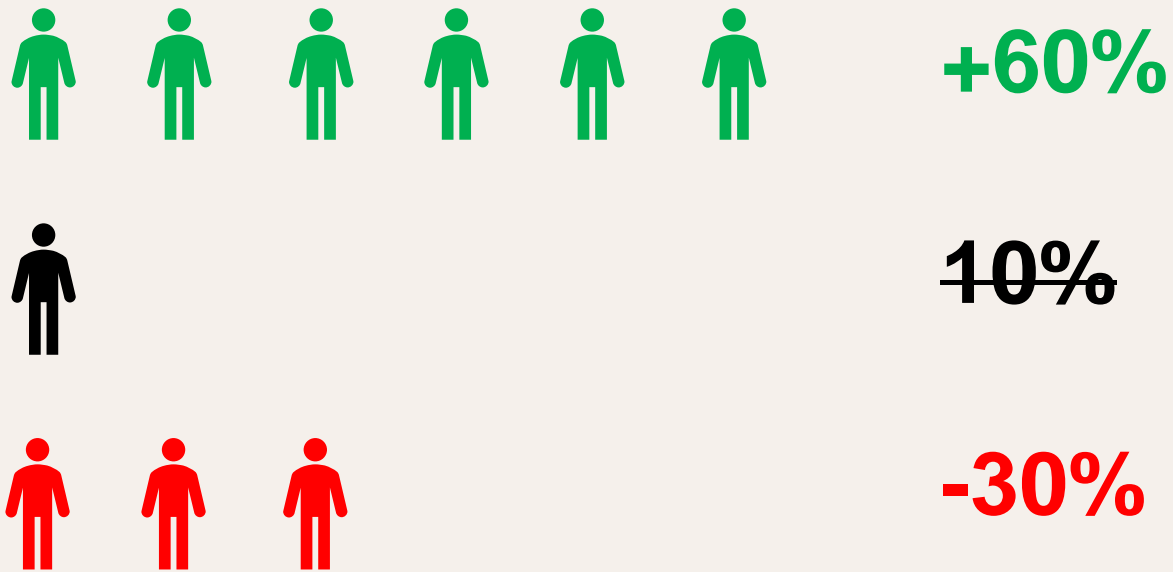
WOULD YOU RECOMMEND  
*BRAND* TO A FRIEND OR  
COLLEAGUE?

*Typical NPS question*



The screenshot shows a survey form for Dropshipzone. At the top, it says "John B" and "Jul 22, 2024". Below that, it says "Hi, just a quick question about Dropshipzone". The Dropshipzone logo is displayed, followed by the question "How would you rate your experience with Dropshipzone?". There are two rows of circular buttons numbered 0 to 10. Below the buttons, it says "0 - Poor" and "10 - Excellent". At the bottom, it says "Powered by AskNicely" and "Privacy Unsubscribe". The AskNicely logo is also present.

# NET PROMOTER SCORE



A screenshot of a survey form titled "Dropshipzone". The form is displayed in a browser window. It includes the following elements:

- Header:** "John B", "Jul 22, 2024", and "Hi, just a quick question about Dropshipzone".
- Logo:** The Dropshipzone logo, which consists of a stylized "D" with an arrow pointing right.
- Question:** "How would you rate your experience with Dropshipzone?"
- Rating Scale:** A horizontal row of 11 circular buttons numbered 0 through 10. Below the buttons, it says "0 - Poor" and "10 - Excellent".
- Footer:** "Powered by AskNicely", "Privacy", "Unsubscribe", and the AskNicely logo.

PROMOTERS – DETRACTORS = NPS: 30

# NET PROMOTER SCORE

***WHY***  
**DID YOU GIVE THAT  
SCORE?**

*going for the jugular*



Tell me why?



# **EMPOWERING THE SALES TEAM**

# INCORPORATING THE BRAND

- Speaking with one voice
- Increases productivity
- Reduces the risk

# FINAL THOUGHTS

- Thinking like a B2C marketer
- Budgets
- Adopting B2C strategy
- Integrated marketing communications
- Empowering the sales team

**THANK YOU**