



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

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IDENTITY

Distinctiveness



CONSISTENCY

Communications



REPUTATION

Trust



RELATIONSHIP

Ongoing Business

THE ARGUMENT FOR B2B BRANDING



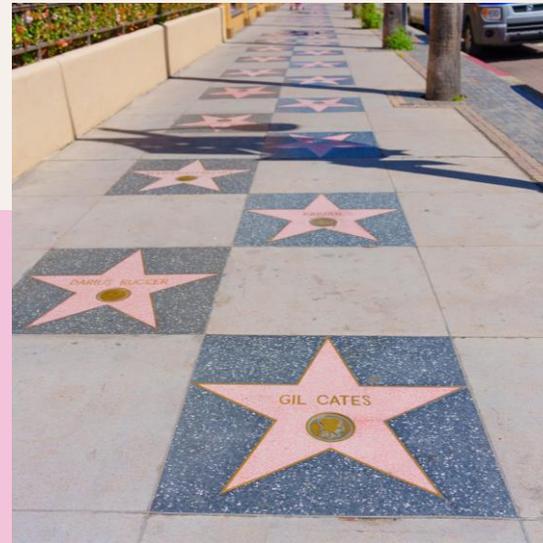
IDENTITY

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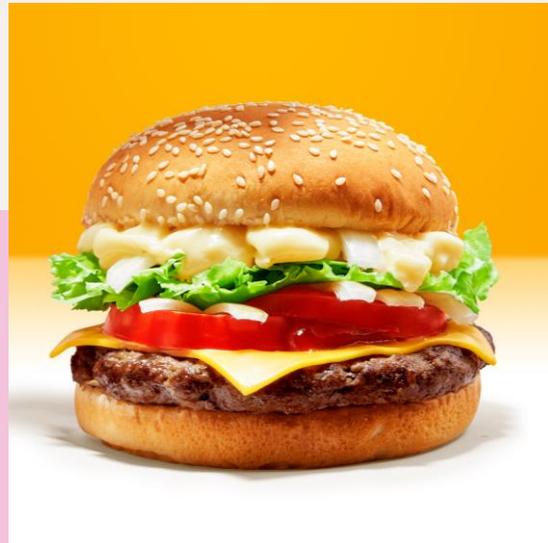
Ongoing Business

THE ARGUMENT FOR B2B BRANDING



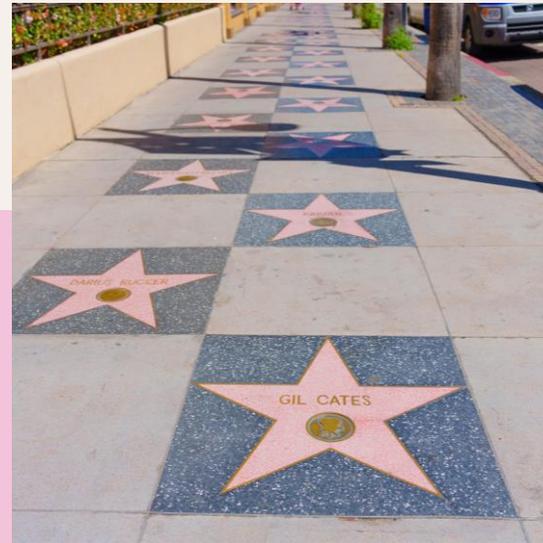
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RELATIONSHIP

Ongoing Business

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

**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.

Kind Regards,

Dropshipzone Team

The screenshot shows the Dropship Zone website homepage. At the top, there is a dark blue navigation bar with the Dropship Zone logo and the text "DROPSHIPZONE". Below the navigation bar, there are several menu items: "FURNITURE", "HOME & GARDEN", "BABY & KIDS", "PET CARE", and a "LOGIN" button. The main content area has a purple background with the text "UP TO 37% OFF! CHRISTMAS IN JULY SALES". Below this, there is a featured product image of a "Dreamaker Memory Foam Pillow" with a "13% OFF" badge. At the bottom of the page, there is a text block that reads "Furniture, home and garden, kids toys, decor, appliances, pet care, tools & so much more".



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!*

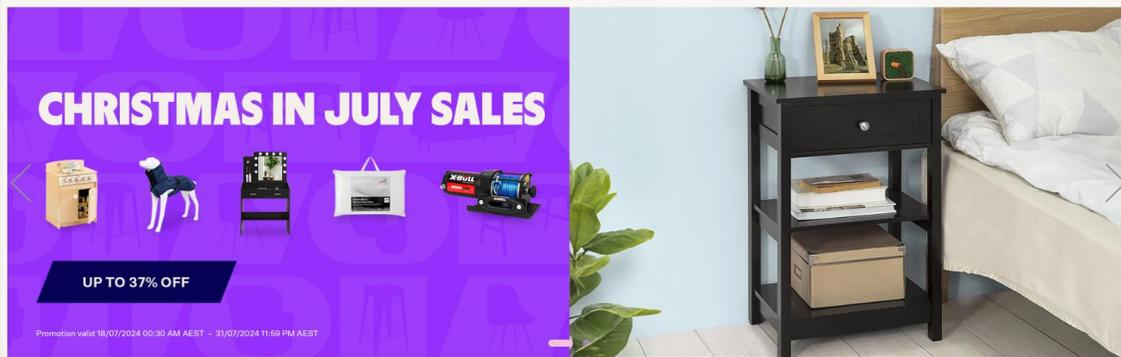
*Target will be sent 22/3, RSVP by 18/3

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



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

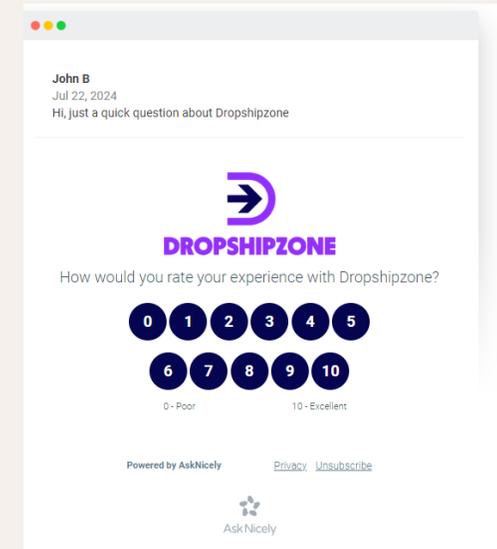
B2B NEEDS TO DO THE SAME

- 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



NET PROMOTER SCORE



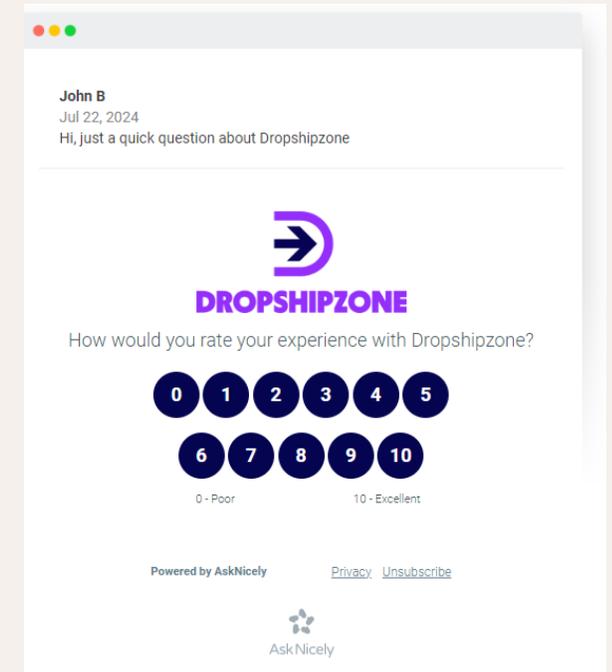
+60%



10%



-30%



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