

The B-to-Something Glossary

B2B vs. B2C vs. B2B2C vs. D2C

In the digital-first and remote environment we find ourselves in, more and more companies are becoming open to the idea of switching up their business model. But with so many to choose from, the question is: **“how to find the right fit?”**

The B-to-Something Glossary First of all, let's clarify a couple of terms. The corporate world is full of acronyms, so we'll make it a little easier on you by explaining each one that we'll be using:

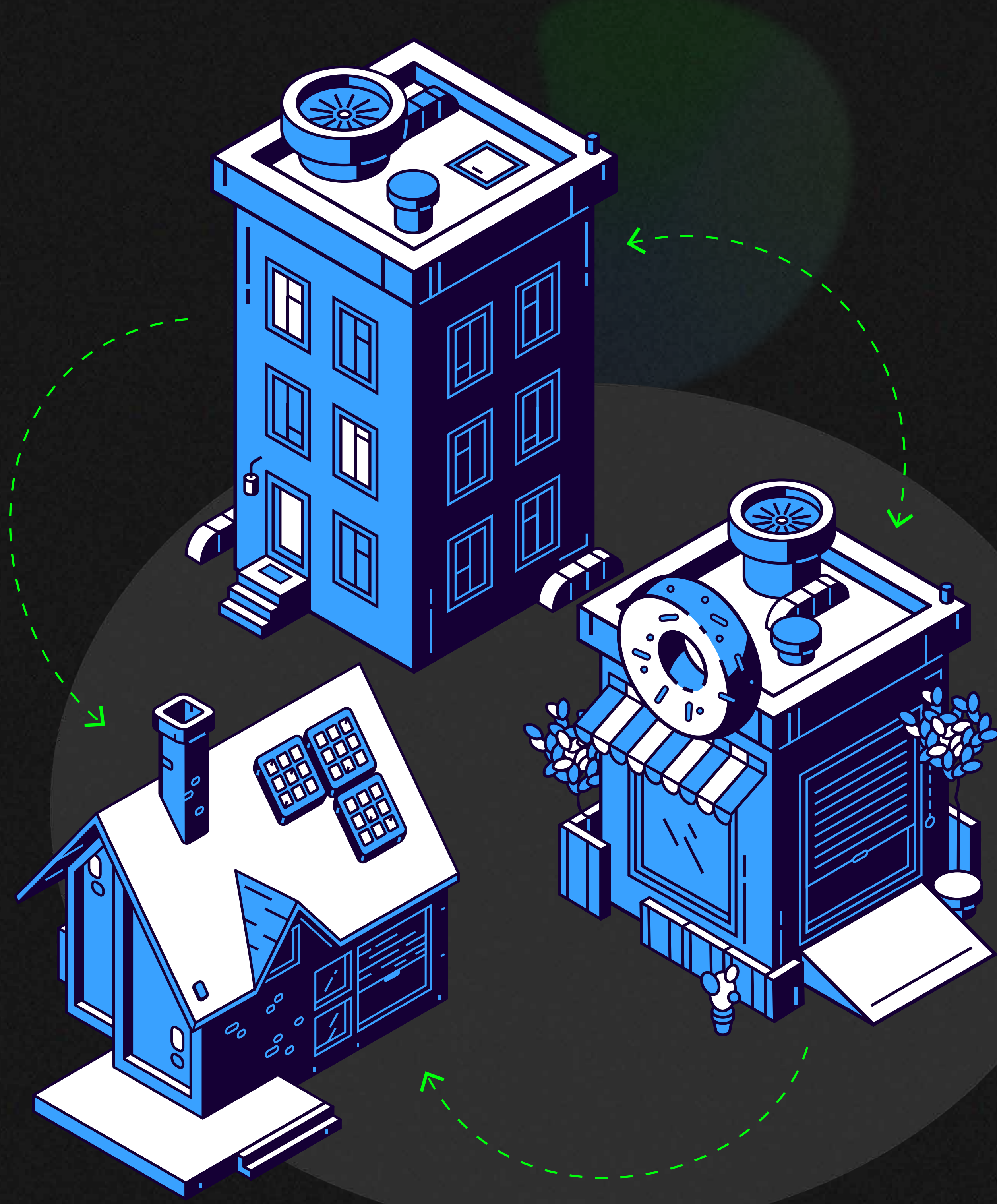
Take a look at the differences between B2B, B2C, B2B2C, and D2C.

B2B:
A company whose end-users for their products or services are other businesses. **(Business-to-Business)**

B2C:
A company whose end-users are individual customers. **(Business-to-Consumer)**

B2B2C:
A company that acts as the customer-facing arm for another company. **(Business-to-Business-to-Consumer)**

D2C:
A B2C company that manufactures and sells its products directly to its end-users. **(Direct-to-Consumer)**



Now let's take a look at the pros and cons of:

Going B2B2C

B2Bs and B2Cs end up being the business models that most businesses are today, even though the transition options for each are slightly different.

From **B2B2C**
Become the middle-man for your current and future clients by adopting a B2B2C business model.

- + Pros**
 - Increase your overall end-user visibility
 - Gain access to end-user data
- Cons**
 - Requires convincing existing and future clients
 - Constant platform management

From B2C

Have your end-users come to your website directly for your products before directing them to reseller client websites for purchase.

- + Pros**
 - Increase your overall end-user visibility
 - Gain access to end-user data
- Cons**
 - Requires convincing existing and future clients
 - Constant platform management

Going D2C

Adopting a **Direct-to-Customer** business model can be a challenging transition for companies that find themselves struggling to sell their products in traditional Brick-and-Mortar stores.

This option is **usually only available to companies under the B2C umbrella**. It involves skipping the middleman and delivering your products directly to customers.

- + Pros**
 - Higher margins on products (being able to sell them at the retail price)
 - Higher customer visibility and brand awareness
 - Being able to collect end-user data
- Cons**
 - Involves more complex logistics
 - Can alienate a few key resellers
 - Slow going at the start due to lack of direct customer volume

This is just a simple overview, but if **you're interested in learning more about** the intricacies and nuances of the current B2B2C market trends, why not check out our Ebook, **“B2B2C: How Your Company Can Take Advantage of this Trend”?**



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