



Inside Story on B2B Copywriting

Mr. Tom McCauley

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The Inside Story on B2B Copywriting seeks to dispel the perceived vast differences between businesses marketing to consumers (Business to Consumers - B2C) and businesses marketing to other businesses (Business to Business - B2B). While the buying impulses may be different - Want in the case of B2C versus Need for B2B, the common denominator is that there are people involved in both types of marketing - yes, engineers and technicians are people too. People tend to be emotional and irrational and the buying decisions in the B2C and B2B have emotional and irrational components to them. The book draws on research done by various organizations and opinions of experienced B2b copywriters (marketers) to illustrate how the emotional and irrational factors enter into the buying process. Marketing materials such as white papers, case studies and direct mail packages are presented as effective marketing tools for B2B selling. Case studies are particularly effective copywriting tools for influencing B2B buyers because, like referrals, they are third party endorsements of the product or service. Selected posts from the author's blog are included that provide some helpful advice about various aspects of B2B marketing.

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