

# B2B vs B2C Video Strategy

Understanding the difference between Business-to-Business and Business-to-Consumer audiences

## BUSINESS TO BUSINESS (B2B)

### Primary Goal

- Educate and build trust
- Support longer sales cycles
- Emphasize logic, value, and ROI

### Audience Mindset

- Multiple decision-makers
- Risk-aware and research-driven
- Focused on efficiency and outcomes

### Common Video Types

- Company overview films
- Product demos and explainers
- Case studies and testimonials

### Success Metrics

- Lead quality
- Conversion support
- Long-term relationships

## BUSINESS TO CONSUMER (B2C)

### Primary Goal

- Create desire and emotional connection
- Drive faster decisions
- Influence lifestyle and identity

### Audience Mindset

- Individual buyers
- Emotion-led and impulse-friendly
- Seeking relatability and aspiration

### Common Video Types

- Brand films and commercials
- Social media content
- Lifestyle and narrative storytelling

### Success Metrics

- Views and engagement
- Brand recall
- Purchase behavior

**The Key Difference:** B2B video builds confidence over time. B2C video sparks emotion and action.

**Pro Tip:** Many modern brands operate in both spaces — your video strategy should reflect who you're talking to and why.