



Latitude Solutions' experience within the B2B / B2C Sectors

Over the past 10 years our creative teams have worked with a number of clients in both the business to business as well as business to consumer arenas and have gained a particular understanding of the problems and difficulties companies can face in these highly competitive markets.

This insight has helped us to develop certain strategies and marketing mechanics specifically designed to tackle these problems and to increase sales.

B2B or B2C

When it comes to marketing there is a fundamental difference between consumers and businesses.

Generally speaking a consumer **wants** to spend their money and most of the time they'll purchase a product or service because of want rather than need. Should their purchase turn out to be the wrong one they have only themselves to answer to and they simply won't buy that product or service again and will move on.

A business looking at buying a product or service is a completely different prospect. Typically the spend is much higher and buying generally occurs out of need. The problem with a business purchase is that if they get it wrong it can affect the entire company. The person responsible for purchasing could even lose their job which in turn could affect his or her whole family.

As a business you would probably prefer it if you never had to buy anything, ever! And wouldn't that be nice? Software that was never out of date, a computer that never died and just evolved more and more memory or staff that would work harder and harder without needing additional help.

In short, the mindset of a business buyer is one of **fear** and most of the time they're not happy about having to buy something in the first place. So you can see that one is a happy animal trying to spend, the other a terrified animal who is frightened to make a decision in case it is the wrong one.

Therefore when approaching these markets a totally different set of sales processes, tipping points, guarantees, proofs of purchase, warranties etc need to be considered.

At Latitude we think from the point of view of the buyer, especially when it comes to B2B marketing project. If you can become your potential client and determine what would make you accept a meeting, buy a product/service or change supplier then you'll have a much better chance of finding a proper solution.

B2B: "The breakdown of message, cutting edge design and initial concept meant that Latitude helped us to promote and differentiate our Microsoft Unified Communications expertise into both the Microsoft Gold Partner eco-system and our traditional telephony distribution channel partners. Great work! Thanks."

Nigel Horncastle

Marketing Director, POST cti

B2C: "Latitude has provided us with an excellent and concise re-brand which has attracted more clients and saved costs."

Charlie Easmon

MD, Number One Health

B2B: "Fantastic work! Our growth and inclusion in The Times 100 fastest growing companies is due in no small part to your re-brand and help."

Rachel Murphy

MD, Progressus Solutions

B2C: "Now and again you come across someone who has a huge impact on your business. Latitude were that someone. Since they have re-branded my company we have been non-stop with requests. Use them!"

Jean Van Laarhoven

MD, The Stork Spa

B2B: "It's very simple really. Our company and products wouldn't be where they are if it wasn't for Latitude's help both in a design, marketing and business sense. We can't thank them enough!"

Lui Khalili

MD, Yeoman Foods

B2C: "Latitude are an absolute delight to work with. We have only just started working with them but they have already helped in so many visible and non-visible ways."

Russel Singler

The Animation Art Gallery

B2B: "From direct marketing & CRM to brochure design and high level creative, I would start off every conversation with a phone call to latitude!"

Pete Stansfield

European Marketing Director, Xyron

B2C: "I am writing to let you know how delighted we are with the extensive work that you and your team have done for Priceless Buyers. The re-branding, the website and the marketing collateral are excellent and have been delivered against challenging timescales. Our subsequent commercial success is due in no small part to your contribution to the project."

Martin Kelly
MD, Priceless Buyers

B2B: "Not only are they good at their job, they're a delight to work with. They focus on taking the pain away from your marketing leaving you free to run your business. I would recommend them business and already have!"

Linda Jones
MD, APT Chemicals

B2C: "I was highly impressed with Latitude's willingness to listen and learn about my field and my goals, and apply their expertise and experience with such commitment and enthusiasm. The presentation of our business has been completely transformed!"

Dr. John Butler
MD, IHMDP & HTI

B2B: "The quality of service we received was impeccable. We thoroughly enjoyed working with Latitude from beginning to end and look forward to developing a long term business relationship with them"

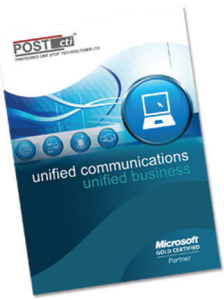
Justine Dewey
MD, Lorensbergs

B2C: "Latitude Solutions offer fantastic perspectives and ideas, and have helped us to develop our product in a manner we did not originally perceive. Their friendly and accommodating manner coupled with their artistic flair has brought our project alive in the market place!"

Dr. Walter Abelman
MD, JDOC Ltd

B2B: "The attention to detail shown by Latitude through design and production to fulfillment, went beyond the call of duty and our response rate speaks for itself"

Douglas Long
Marketing Director, Redwood Telecommunications



Brochure to launch Unified Comms onto market

New product design Chilli Sauces Bottles, Yeoman Foods



Website and Re-brand for Entrepreneurs World



Print advert, Biosept Plant Spray



Brochure APT Chemicals

Contact us

If you would like more information on the services we offer, or wish to discuss how we may be able to help improve your company's marketing and design initiatives, please feel free to call our Creative Director, Cliff Findlay on +44 (0)20 33 56 96 56 or email him direct at cliff@latitudesolutions.co.uk

We look forward to working with you!