

TEST REVIEW – Chapters 4-8, 4-9, and 4-10

CHAPTER 4-8 — B2C, B2B, B2G, C2C

- B2C: Business selling directly to consumers (Nike).
- B2B: Business selling to other businesses (GE, Ford).
- B2G: Business selling to government (weapons, PowerSchool).
- C2C: Consumers selling to each other (eBay, flea markets).
- Internet expanded C2C due to global competition.
- Seller ratings, feedback, and reputation are critical for C2C success.

CHAPTER 4-9 — Types of Consumer Products

- Convenience goods: Purchased with little effort (bread, bottled water).
- Impulse goods: Unplanned purchases (Life Savers).
- Shopping goods: Consumers compare brands and prices (electronics, furniture).
- Specialty goods: Highly differentiated; unique features; limited distribution (perfume, motorcycles).
- Unsought goods: Not considered until needed (towing, funeral services).
- Category depends on consumer behavior, not the product itself.

CHAPTER 4-10 — Local Marketing & SEO

- Brands have value when customers pay extra above substitutes (Nike).
- Local businesses need different marketing strategies than global brands.
- Local marketing relies heavily on:
 1. Social proof (online reviews).
 2. Local SEO (appearing in Google searches).
 3. Facebook ads targeting zip codes, demographics.
 4. Local networking with other businesses.
- SEO basics: keywords, backlinks, speech-to-text indexing.
- Google Trends shows relative search interest; helps gauge demand.