

# Individual vs. corporate marketing assignment

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Individuals and organizations need to purchase items in order to accomplish daily tasks. An organization must be creative in their marketing strategy in order to get the individual to purchase their items. Rather a product is being sold to the individual or in a BIB, an organization should be aware of their surroundings and of what techniques should be as well as can be used for both the consumer and business of interest. There is a large difference in how and why an organization purchase goods and services versus how the individual purchase their goods and or services.

Many organizations purchase goods to use in their operations and to resell to consumers whereas the consumer purchase goods for their personal use. An individual has more freedom in purchasing their goods versus what an organization can purchase. For example, a consumer can purchase a television that he likes well within his budget but an organization is only able to purchase what is within their budget but what Occupational Health and Safety Administration (OSHA) has set forth in their guidelines as acceptable (Writing & Demand Media, n. ). Another difference, is when marketing a product towards an individual verses when an organization markets business-to-business (or BIB). Companies selling to business buyers face the same challenges as all marketers, including determining who, exactly, the market is and how best to reach it (Lamb, Hair, McDaniel, 2014, up. 110). Many companies are using social media to advertise their products, not only to other companies but to the individual consumer.