

Zoominfo CMO Bryan Law Guides B-to-C Companies Through B-to-B Basics

Learn to partner with creators and build customer trust with authenticity. Join leaders from [TikTok](#), [the NBA](#) and more at [Social Media Week](#), May 16–18. [Register now](#).

If you've used a credit card, flown an airline, shopped at a hardware store or had software correct your grammar or fill out your tax return, you've interacted with a business-to-consumer company.

Or have you?

For various companies, the product or service they offer consumers has value to businesses as well. Retailers require payment systems, companies book business travel, contractors that hold accounts with suppliers and businesses require clean copy and tax preparation.

But shifting into the b-to-b world can seem daunting at first: Where you once sold to individuals, you're now selling to entire groups of people.

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