



New global **Marketing**
Communication & **channel** for **Bio** sector



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New channel



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New global marketing and communication channel for bio sector

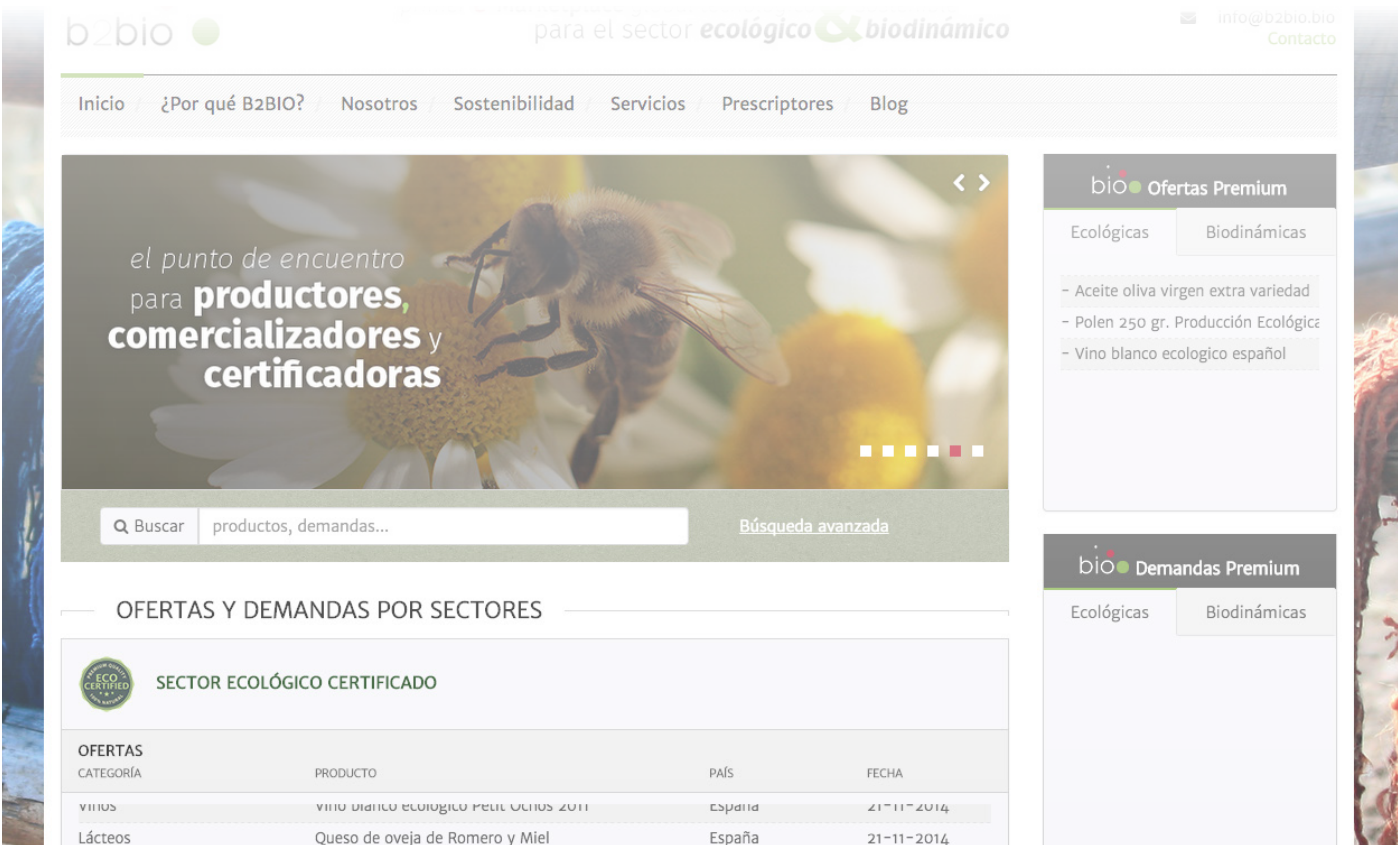
B2Bio is born as an innovative tool for the bio world with a number of defining features:

- Specialized in organic and biodynamic sector
- Prepared to reach all kinds of markets related to these sectors
- Created to support and enhance national and international marketing

B2Bio has marketing channels and communication to carry out its activity in organic and biodynamic market.

www.b2bio.bio

MARKETING Channels



Directory

We have a directory of producers, manufacturers, organic and biodynamic certified processors whose business philosophy is based on sustainability when it comes to grow.

This directory is available to our customers in order to create an intercommunication between them.

Trader

We publish offers and demands of the registered companies that appear as costumers on our database.

There is a standard Trader through which our clients can post offers of their products and demands of their needs while accessing other offers and demands of other customers to the extent of its contracted solution.

On the other hand, we offer the premium Trader with our premium customers will have a special place in out platform to offer and demand what they want while consulting other companies.

Our customers will receive automatically via email these offers and demands to the extent of its contracted solution to expedite and facilitate the communication between company and buyer solution.



Search engine

Registered companies will have the opportunity to study offers and demands, companies related to each category of products, certifiers, associations and other nonprofit entities through our search engine. A very useful tool that will speed up the search for our clients.

Besides, the premium companies will see highlighted their offers and demands and product catalogs through the results that appear when searching.

Professional fairs

We offer this service to improve the promotion of B2Bio customers and their products in the bio market. Thus, we present and promote all kinds of organic and biodynamic fairs both nationally and internationally that may interest our customers.

In addition, we are able to become media partners of all registered companies that require this service because we have channels that allow us a national and international display of the companies and various events.



Digital Catalogs

To facilitate the task of showing their products or services, B2Bio customers have the option to include in our website their product or company presentations, product fact sheets or organic or non organic certificates that reinforces the image of a strong, dynamic and rooted company in the sector.

Certifying entities

They have become the main foundation to start the journey in the organic world which they can not miss on our website. Through them, the producers and marketers can find a way to be certified as organic and start business. B2Bio maintains relationships with major national and international certifiers that are available to our customers to advise them at any time.

In addition to appearing in the directory, the certification entities may have a special status as advisors (influentials). Through this status, companies can access all the tools of marketing and communication to offer their services.

Furthermore, their partners can benefit from discounts, which can reach 50%, by a written agreement to access our platform.



Organic Associations

B2Bio has associations and other national and international organic organizations interested in contacting companies from biodynamic and organic sector to promote sustainable market. In this way, we achieve a communication between associations and customers B2Bio that benefits both.

Both these associations and other national and international organic organizations can benefit from the same services designed for certification entities.

Bilateral online meetings

We organize online meetings with our customers and members of organic and biodynamic market both nationally and internationally to facilitate communication between them. Through these online meetings, time is saved and they turn out more economical while all interested parties from bio world and sustainability are contacted.

COMMUNICATION

Channels



Social Networks

The power of communication they have is such that who have no position in them has no presence in the bio world.

Hence we offer the possibility to position the brand of each client on the main social networks such as Facebook, Twitter and LinkedIn.

Open Communities

We include your company in our Communities, a bidirectional space where we share ideas and experiences that will enhance and strengthen the online presence of your company.

Newsletter

We have an informative digital publication distributed via email. This is to maintain communication between members of B2Bio and buyers. Receive information on news that could be interesting for our members and generate them to send to interested parties and promote the purchase of products in the sustainable market.



Blog

We informed daily about the organic and biodynamic world because it is fundamental to position in the bio market.

B2Bio uses its blog to collect news on the various sectors that make up our website. It is a very useful tool to be informed of all the information that organic and biodynamic world produce.

Within the blog we present new organic and biodynamic products of our clients, presentations of new companies related to the sector, events, etc.

News And / or press releases

Closely related to the blog, we have the information that each client creates. B2bio aims to discover what its members carried out through its management service news and / or press releases.

We offer a quick and economical way through which our customers can publish their press releases related to their business related activities and use them in the way they consider most effective.

As a complement, we create news or conduct interview to improve the brand concept in the network, which we will spread in our social media.



Advertising

We make a more direct advertising through two channels:

Banners: we make the organic and biodynamic world be displayed on the web and also effective and efficient for customer attraction.

Banners become created spaces specifically for customers to advertise their products directly.

Promotions: allow potential customers aware of products.

B2Bio is interested in promoting products and services related to the organic and biodynamic sector to speed up the connection between offer and demand services.





Events

Organize events and encourage companies to participate in them is another point of interest to be reckoned with. B2Bio customers that organize events to show their products or services may have a place to report these activities.



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