

# Persona Overview B2C

**The B2C Persona is designed for any business that markets products or services to Consumers. Popular examples include in-person service businesses, physical product sales, and affiliate marketing. Social posting includes Facebook and Twitter.**

The workflows in the Persona provide these features:

- Top of funnel link quotes to grow your Facebook audience
- The COD rich summary process to create new blog posts at just \$2.50 each
- Scheduled promotion of blog posts to Facebook and publishing to Twitter to keep your social media freshly updated
- A "Flash" promotion workflow to immediately publish social updates for things like special offers or your own new featured blog posts

There are other templates in the Persona library that support different business types and markets.

If this B2C marketing template is not the one you want, then just close this task, return to the home page, delete this persona, and pick a different one using the Create Persona link.

## **Still here? Okay then, let's get started.**

Within your app, the setup wizard will lead you step-by-step through the process of setting up an end-to-end content marketing machine for your business.

We've tried to make each step "bite-sized" so you can rapidly complete each one. We've also ordered the steps so you start seeing results as fast as possible.

To complete this setup wizard, you'll need access to your Facebook account, Twitter account and your Blog. If you don't have a blog, don't worry, we can help get you started with our InstaBlog template.