



What are the new trends in B2B sales for 150% growth in revenue?

Omnichannel Marketing

Omnichannel marketing is attracting new customers through different channels. A company's customers lie on different channels, so brands need to be present on each channel to convert them. When brands approach customers on their preferred channels, they will acquire more customers. Even if customers see the brand message on multiple channels, they won't be frustrated and grow cold towards the company. Instead, they will see that the brand message is consistent and their trust in the brand increases.

Studies show that companies using omnichannel marketing earn 18.96% more engagement rates than single-channel companies. Using omnichannel marketing gives a 287% high purchase rate and increases revenue. Also, it boosts customer loyalty and ensures that customers stay with the brand.

Customers today expect companies to serve them personalized content on ten or more channels. 72% of B2B companies selling products on more than seven channels see more profit.

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