



## 5 Customer-centric Marketing Trends Brands Must Look for in 2024

With the rise of new tech and shrinking budgets, brands find it hard to sustain their standard customer strategies. They must adopt a [customer-centric marketing](#), creative, and cost-effective approach to boost customer experiences. Customer behaviors are changing faster than brands can transform their businesses, so keeping pace is a constant challenge. ABM is a practice of concentrating marketing resources on a defined set of target accounts to launch personalized campaigns. A robust ABM strategy must have a good mix of prospects and complement a lead-based strategy.

Brands must extensively research the prospects' pain points and develop consistent storytelling across all platforms that address these issues. In 2024, a more ABM-focused approach may be intimidating, but it will boost the conversion rates and revenue. So, align sales and marketing teams to increase the likelihood of conversion dramatically. Use automation to segment the audience and gather the parameters for prospects for the ABM strategy. This way, brands can build a pipeline of similar best-fit accounts. Additionally, concise and impactful content is set to dominate social media, offering brands a unique opportunity for engagement. Such content is essential for making a lasting impression and boosting digital attention spans.

