

17th July- 24th July



roadmap to omnichannel marketing

get more insights here

accelerate brand recognition



Reach a broader demographic by being present on diverse digital platforms.



SMEs can leverage an omnichannel presence to be desirable to millennial shoppers.



Ensure a consistent & cohesive experience for consumers, making them glide through the sales funnel.



segment & automate



Analyse & segment customer data to target via personalised messaging



Segment the audience to provide personalised information to win & retain customers.



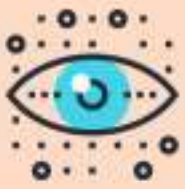
Utilize automation to send relevant messages to the right audience, at the right time, via specific channels.



Leverage new-age strategies like location-specific mobile advertising to get ideal results.



guide to omnichannel strategy



Audit & test the customer experience to research, buy, & interact with the campaign.



Measure the performance to understand the strengths & weaknesses of the approach.



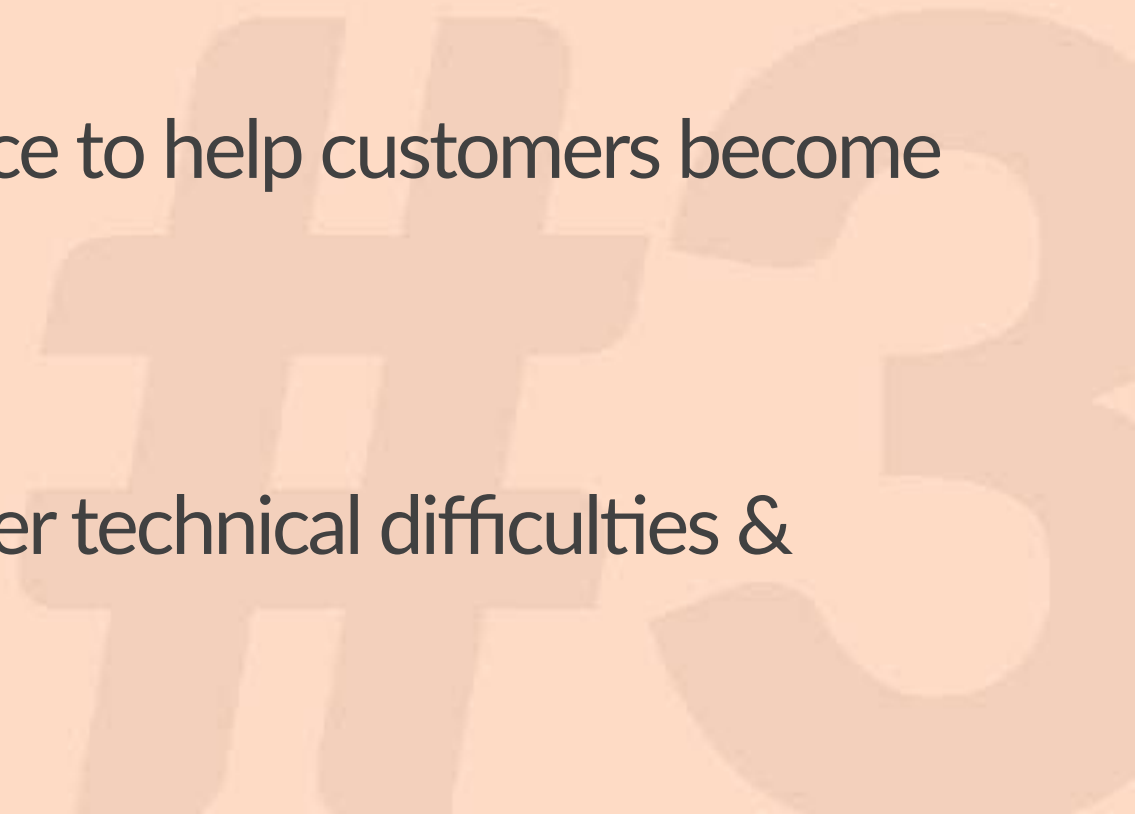
Focus on customer centricity by leveraging their most favoured channels.



Develop a uniform brand presence to help customers become familiar with the brand.



Leverage the right tools to counter technical difficulties & improve efficiency.



customer connect



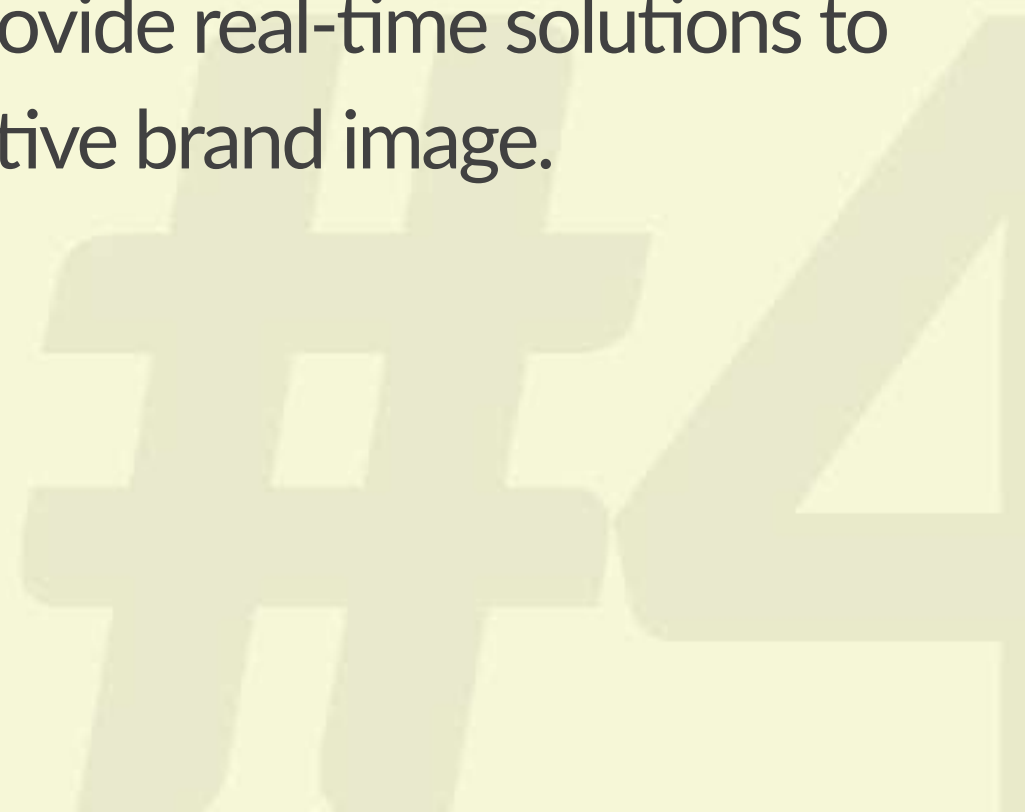
Leverage an omnichannel approach to boost engagement rate upto 250% over single-channel campaigns.



Maintain brand presence across channels to boost credibility & connect with the customers.



Use omnichannel platforms to provide real-time solutions to customer queries & create a positive brand image.



ride on ott



4 out of 5 smartphone owners in India subscribe to at least one OTT platform for their entertainment needs.



Leverage audience segmentation & measurement capacities of OTT channels to ensure a higher ROI.



Brands can draw viewers via various direct, on-request & live streaming gadgets through omnichannel marketing.





Digital Transformation Partner

Digital
Consulting

Digital
Marketing

Influencer
Marketing

Public
Relations

Technology
Development

armworldwide.com

In the Cloud from Home