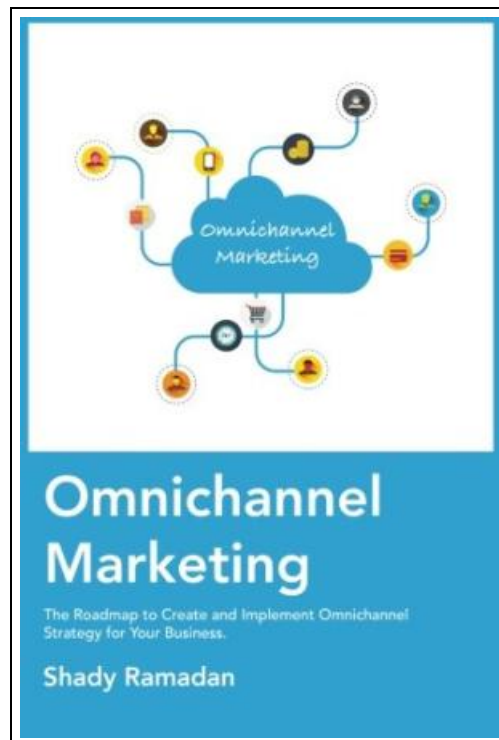


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OMNICHANNEL MARKETING: THE ROADMAP TO CREATE AND IMPLEMENT OMNICHANNEL STRATEGY (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Most customers today expect stores to provide easy shopping experience. In the past few years, customers have shifted their behavior not only within the physical store but also digitally. There is no online or offline marketing strategy anymore, but how both working together in a unique customer-centric manner. This is the Omnichannel Marketing. Your customer doesn't think in terms of channels. physical stores, online stores, websites, mobile apps, social channels, it's all a big blur to them. Instead, customers see the company or the brand. The revolution of technology and changing in consumer behavior everyday specially for retail business change everything in business landscape. A lot of marketers doing a great job every day to promote their business and acquire more customers using different channels, but still not matching the speed of the revolution, so there is a need to have one book to cover all the changes in consumer shopping behavior and provide proven steps and strategies on how to leverage the new Omnichannel marketing strategy and explain in details each step each marketer needs to know to step into the new world. It is widely acknowledged that Omnichannel is the future of retail, but do you know that only 12 of retailers offer mature Omnichannel experiences. Most of the marketers don't have a clear road map on how to start the Omnichannel model for their business, so here we are with a complete guide for implementation of Omnichannel marketing strategy starting from planning, to execution and the adaptation needed in the organization. Omnichannel shopping presents a dramatic shift in how we think about retail, but it's a change that comes with huge opportunity. To make...

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