Did you know? 87% of retailers consider omnichannel marketing to be critical to their success!

This month, the VK Transformation team explored the topic on omnichannel, and how brands of today must work to develop strong omnichannel presences and engagement in today's competitive landscape, or otherwise risk falling behind the competition.

**BLOGS**

**Why and How Your Brand Should Go Omnichannel**

It is important to place customer needs and wants at the forefront when developing an omnichannel strategy. Read on to find out how your business can develop an effective omnichannel strategy!
Omnichannel Trends in 2022 and Beyond

It is critical to acknowledge the importance of omnichannel marketing, and how you can leverage it. Find out the key omnichannel trends you should look out for, and consider how they can be applied to your business.

Connecting With Omnichannel Customers Through Social Media

It is apparent that customer engagement via social media has begun to play a significant role for businesses, especially for omnichannel businesses with online and offline presences.

The Benefits of Going Omnichannel

Having an omnichannel presence is now one of the key aspects that leads to your business’s success!
CASE STUDY

Nike and Its Success in Omnichannel Retail

Nike has managed to stand out from the competition by growing with emerging industry and macro trends, and coming up with new omnichannel strategies to meet new customer needs.

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READY TO GO OMNICHANNEL?

VKT offers Strategic Consulting and a full-fledged 360° Digital Marketing Programme focused on accelerating your company's growth. Expect not only solutions in Omnichannel, but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate that grants your business up to 70% funding for SMEs and 50% for non-SMEs. So wait no longer, and contact us for a virtual coffee chat to discover more about how you may start your omnichannel journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

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