

# Personalization: it's more important now than ever

In the current climate, the power of **high-quality marketing technology** has never been more clear. With an increase in remote working and a significant reliance on **B2B tech**, it's never been more important to have the right tools in place. In a digital world, the demand for personalization continues to **grow** — and it's not hard to see why.

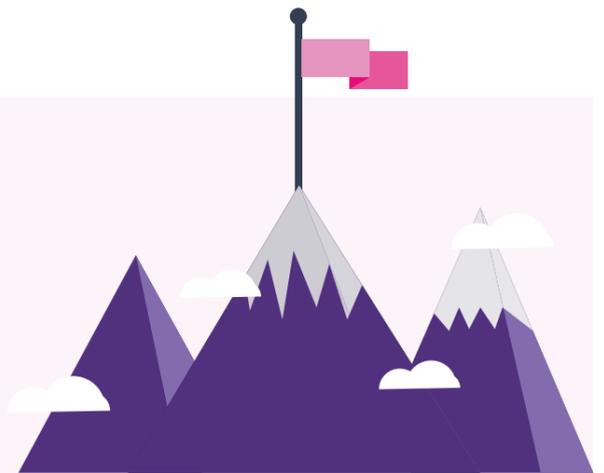


According to Smarter HQ, **80%** of frequent shoppers say they only purchase from brands that personalize their experience.

And, Retail Touchpoints found that more than a third of consumers believe brands should offer more personalization in their marketing. Discover five innovative ways to leverage **personalization tech** to provide an unbeatable, seamless and relevant experience.

## 1. Go above and beyond

Creating bespoke content, tailoring your **business website**, providing relevant case studies and **personalizing calls-to-action** all have one crucial thing in common: they prove to your potential customer that you **value** them. In the absence of face-to-face meetings, B2B marketers must think outside of the box to impress prospects and customers. Personalization is the innovative tool that helps them do this.



## 2. Maximize your marketing efforts and increase return on investment

Whatever marketing approach you're currently embracing — personalization is a sure-fire way to **make it better**. Think about it. The more relevant the **content**, the more likely your website visitor or prospect is to convert — whether that be clicking a link, filling out a form or making an inquiry. The better your **conversions**, the better your **ROI**, and the better your marketing results.

## 3. Improve and build customer relationships

Retaining customers is crucial. Not only do they help you drive revenue, but **loyal customers** act as brand advocates — helping build trust and improve your reputation. No matter where you're working, it's pivotal to put **customer experience** at the heart of your strategy. Adopt a personalized approach to **enhance professional relationships** and make customers' lives easier.



## 4. Provide reassurance through the right communication

When businesses make changes — no matter how small — keeping your customers and potential buyers in-the-know should be at the top of your to-do list. Transparency is key, and providing tailored communications is an effective way to **support and reassure your customers**. From **email newsletters** to content marketing material — weave personalization throughout.

## 5. Futureproof your business strategy

Effective technology has the potential to **revolutionize** your business. And, it's proving its value now more than ever before. If you haven't already got a robust martech stack in place — it's time to do so. Don't dismiss the **power of personalization technology** in providing a **seamless marketing journey**, supercharging your results and impressing every potential buyer, every time.



Now is the time to discover the power of website personalization software.

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