REACHING THE CONNECTED B2B CUSTOMER

Did you know that 90% of B2B buyers are making purchases online? And as long as you offer a frictionless omnichannel experience, they’re less likely to seek help offline. This is possible to achieve if you know who your customers are.

Here’s how you can use a Unified Customer Profile (UCP) to create a seamless omnichannel experience.

1. **SOCIAL MEDIA:**
   - Staying top of mind on the platforms your customers use is vital. A UCP will outline the best channels to connect with your target audience.

2. **ONLINE ADS:**
   - You only have seconds to capture the attention of leads. Make every word count by using a UCP to learn your target customers’ pain points and interests.

3. **WEBSITE:**
   - Your web copy may be the first point of contact between your brand and customers. Use a UCP to ensure you’re delivering the right message to engage your audience.

4. **VIDEO CONTENT:**
   - Demos, guides, and tutorials are best delivered in video format. Use a UCP to understand the best topics to cover and questions to answer.

5. **BLOG:**
   - B2B customers are reading blogs to educate themselves about their problems and possible solutions. A UCP will ensure your marketers write in their language and address their unique problems.

6. **EMAIL:**
   - Consumers today want to receive emails from brands that know them. Use your UCP to develop personalized campaigns to convert leads and retain your customers.

7. **BUSINESS CALLS, MEETINGS, AND EVENTS:**
   - When buyers are ready, they’ll reach out to your salespeople. Make sure sales is equipped with a UCP, with access to the information they need to understand the customer, and the right resources to personalize the conversation and offer, so they can more likely close the deal.

8. **CUSTOMER SUPPORT CALLS:**
   - Customer service is critical to account retention. Providing your CS team with a UCP will give them the background needed to understand customer concerns, questions, context, and needs.

Creating an omnichannel marketing strategy with your UCP at the center is an ingenious way to consistently deliver personalized interactions to your audience.

It all begins with your customer data platform. Leadspace is a cutting-edge solution used by B2B companies to manage and analyze customer data. This includes developing comprehensive, B2B-specific UCPs.

**READY TO LEARN MORE?**

Then explore our customer data platform today!