

Omnichannel Marketing

A Game-Changer for Local Businesses

WHY DOES IT MATTER?

Integrating your marketing across print, digital and social platforms enhances the customer experience and can help drive higher engagement and sales.

287%

higher purchase rate from campaigns using 3+ channels vs. one channel.¹

89%

customer retention for businesses with strong omnichannel strategies.²

80%

of consumers say experience is as important as products or services.³

Omnichannel marketing helps you meet your customers where they are—online, in print and in person.

Whether it's a social ad or a print campaign, consistency builds trust and can drive action.

Digital touchpoints shape buying behavior.

70% of customers visit a store after finding it online, and 78% check social media before making a purchase.⁴⁻⁵ A positive online presence can lead more customers to plan an in-person visit.

Your listings and reviews matter.

Accurate business listings and positive online reviews are essential in a connected strategy. They help customers find, remember and choose your business, often before they ever speak to you.

Testimonial

"I love getting to know others in our community through reading their stories... This is a great resource for learning about upcoming and previous events happening in our community."

- Reader

1. [BusinessDasher](#). "15+ Omnichannel Statistics: A Must-Know in 2024." 2. [BusinessDasher](#). "15+ Omnichannel Statistics: A Must-Know in 2024." 3. [Salesforce](#). "What Are Customer Expectations, and How Have They Changed?" 4. [Synup](#). "50+ Compelling Local SEO Stats (And How to Make Them Work for You)." 5. [Synup](#). "80+ Industry Specific Social Media Marketing Statistics For 2025." 6. [Synup](#). "80+ Industry Specific Social Media Marketing Statistics For 2025."



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Lisa Harris - 828 702 4779
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