

Augusto Beato Recommends a Tailor-Made Omnichannel Approach for Retailers

November 19, 2018

Portland SEO's Augusto Beato advised marketers to consider the specific needs and trends of the markets in which they operate in formulating their omnichannel strategies. This necessitates that budget allocations and go-to-market strategy should be tailored accordingly.

With e-commerce redefining the retail landscape and consumer behaviors, new opportunities exist for retailers to embrace the omnichannel era of marketing. "Those who will thrive are the ones that take risks in their approach to address the requirements of each market and not afraid to make mistakes," added Beato, who is the CEO of Portland SEO.

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As an example, Beato cited the case of Millennial consumers who highly value convenience and speed. Members of that age bracket were twice as likely as the average consumer to make a purchase on Instagram and three times as likely to purchase Snapchat.

On the other hand, those who sell fruits and vegetables should focus on the nuances of dealing with an aging clientele.

And since the population of people over 60 will grow to 2.1 billion in 2050 from the current 600 million, massive growth is possible for sellers of fresh produce if they play their cards right.

"While there's no way every merchant can master every channel, apportioning resources in a way that makes each active channel responsive to the requirements of their specific markets should be a priority," Beato emphasized.

Source: <http://www.pressadvantage.com/story/23170-augusto-beato-recommends-a-tailor-made-omnichannel-approach-for-retailers>