

A New Era in B2B Marketing and Sales with Virtual Reality



Virtual reality (VR) is an effective tool for narrating brand stories and connecting with customers. Some of the best ways VR can be used in B2B sales and marketing are:

Engaging your customers at the initial stages of product development

Improve your brand value through real world trade shows

Let your customers try your product before they actually buy it

Offers hands-on training guides and personalised virtual user manuals



Statistics suggest

- The global VR market size is expected to reach more than 12 billion U.S. dollars by 2024. **(Statista)**
- The number of VR startups has increased by 14% in less than a year and is likely to increase. **(Techjury)**
- In 2020 alone, around 5.5 million VR headsets were shipped. **(Statista)**
- Commercial apps hold 53% of all VR usage. **(Grand View Research)**
- By the end of the decade, 23.3 million jobs will be created because of VR. **(PwC)**
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