

OMNI-CHANNEL MARKETING

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ABSTRACT

This article say about omnichannel marketing, which includes physical (e.g. stores) and digital channels (e.g. websites).The goal of an omnichannel marketing strategy is to seamlessly integrate the customer experience across marketing touchpoints, providing messaging that is consistent with each prospect’s movement through the marketing funnel. An omnichannel strategy may give consumers the chance to find and purchase online, in-store, or a combination thereof - such as “buy online and pick up in-store”.

Keywords: omnichannel marketing, providing messaging.

INTRODUCTION

Omnichannel marketing is the integration and cooperation of the various channels organizations use to interact with consumers, with the goal of creating a consistent brand experience. This includes physical (e.g. stores) and digital channels (e.g. websites).The goal of an omnichannel marketing strategy is to seamlessly integrate the customer experience across marketing touchpoints, providing messaging that is consistent with each prospect’s movement through the marketing funnel. An omnichannel strategy may give consumers the chance to find and purchase online, in-store, or a combination thereof - such as “buy online and pick up in-store”. Today, organizations across industries are leveraging omnichannel strategies, including healthcare, retail, finance, technology, and more. In a growing digital landscape, Omnichannel marketing allows you to remain relevant and competitive in a crowded market and connect with your customers through a personalized experience that can turn them into lifelong customers. It takes a consumer-centric view of marketing tactics. Consumers can now interact with brands on innumerable channels, from social media to customer service hotlines. An omnichannel approach ensures that the consumer has a positive, consistent experience on each channel, by offering a few key elements:

Consistent, identifiable brand tone and vision

- Personalized messaging based on specific interests
- Content that is informed by past interactions and current stage of the buyer’s journey

An identifiable brand simplifies brand recognition, while personalization based on interests and shopping history makes consumers more likely to interact with branded content across channels.

As omni channel marketing relies on *consumer experience*, creating omni channels include some essential steps:

DATA COLLECTION

Collecting accurate, timely data about your consumers is essential to the implementation of an omnichannel strategy. This data will allow you to understand when your target audience prefers to interact with brands and on what devices, which type of messaging they are more likely to engage with, what products and features they are looking for, etc. This data will be the driving force behind an omnichannel strategy.

Data collection is only the first step. Without a team and platform that can translate all of this big data into actionable insights, it is useless. Brands need to deploy an analytics platform that can distill all of this data in near real-time so that teams can course-correct while campaigns run, to meet consumer needs in the moment.

Before launching an omnichannel campaign, organizations should be sure to create customer journey maps for each of their audience segments. The customer journey map evaluates the steps taken between the customer discovering the brand and purchasing from the brand. Outlining these maps allows brands to create more targeted campaigns by considering individual interests, the user experience and interface, and factors outside of the brand's control that may impact the path to purchase, such as economic factors.

It's important for organizations to develop a brand identity with clear guidelines for messaging and creative. These guidelines should be adhered to across each channels to help facilitate brand awareness and recognition through a cohesive message.

One of the most important components of an omnichannel marketing strategy is to continuously test the efficacy of your omnichannel approach. This enables the marketing team to determine ways to optimize campaign spend, messaging, creative, and more. Today's organizations should utilize media planning tools that can run "what if" scenarios that take budget, target audience, multiple KPIs and media mix into consideration and in turn provide a highly granular media plan that can maximize ROI and inform future decision-making.

Omnichannel approaches have become popular across industries as consumers become more empowered, however, they are particularly prominent in these verticals:

Retail: Retail in particular has faced drastic changes in today's omnichannel environment. With the ability to buy in-store or online and the emergence of social media and review sites, retail marketers need to centralize how consumers are interacting with their brand across a multitude of channels to ensure a positive outcome.

Healthcare: Healthcare customers generally interact with many touchpoints across various providers, from hospitals, to primary care, to pharmaceuticals. By analyzing data around the customer journey and engagements, healthcare providers can better cater to

individuals, providing them with data that matters most to them, while mitigating potential health risks.

Automotive: Since cars are a long term investment, keeping top of mind and driving customer loyalty are big priorities for car dealerships and manufacturers. Today's advertisements may not yield the desired effects immediately, but if they engage current customers and interest prospects, they will impact sales down the line. However, the buying journey, even in automotive has changed with 80 percent of shoppers researching cars online first. Additionally, it is estimated that 4.5 million cars could be sold online only in 2020. Having an encompassing advertising strategy that engages with buyers across all touchpoints has become more vital than ever.

Financial Services: The banking and financial services industry is shifting from a product-obsessed mindset to a more customer-centric view. As they do so, organizations must consider how they can deliver personalized experiences that can gain insight into which of the various services and products would be the best fit for each user based on their personal preferences, wants, and needs.

CONCLUSION

Omnichannel marketing allows you to remain relevant and competitive in a crowded market. Having so much competition means you need to figure out efficient and effective ways to stand out and really connect with your consumers. In a growing digital landscape, omnichannel marketing allows you to connect with your customers through a personalized experience that can turn them into lifelong customers.

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