

Ebook: A definitive guide to omnichannel marketing



What is Omnichannel Marketing?

Today customers interact with businesses on multiple channels - emails, various social channels, and offline engagement. Irrespective of the interacting channel, customers want to enjoy the consistent brand experience and pick-up conversations right where they left.

Omnichannel marketing enables businesses to take a customer-centric approach by integrating all the channels to provide a seamless and personalized experience. The unified cross-channel experience drives better customer relationships by blending online and in-store experiences, eventually increasing sales and brand loyalty.

Omnichannel vs. Multichannel Marketing



Omnichannel and multichannel marketing involve engaging customers across different channels. However, both approaches are very different from one another. While the multichannel approach is brand-centric and promotes the same message across various channels, omnichannel marketing takes a customer-centric approach and adapts to the cross-channel conversation based on historical interactions.

Multichannel marketing focuses on building a brand's identity on various channels such as print media, a retail location, a website, a promotional event, or word-of-mouth. Each of these channels acts independently, creating a siloed engagement experience. A lack of

transparency into previous customer interactions creates an impersonal shopping experience and avoidable confusion that often leaves customers frustrated.

Omnichannel marketing, on the other hand, integrates cross-channel interactions, supporting customers to switch between their preferred channels and continue the conversations seamlessly. Since all the channels are well-connected, marketers can leverage data from every touchpoint to tailor a better experience for future engagements.

How to create the best omnichannel experience?

Global brands like **Starbucks** and **Disney** have successfully implemented omnichannel marketing to provide a better customer experience and improve their sales drastically. For instance, Disney integrated their website, mobile app, and loyalty cards to provide a seamless experience to customers when they book their stay, rides, and other facilities. This saves customers from the hassle of spending time and energy standing in long queues - increasing customer satisfaction.

You could implement a perfect omnichannel experience by following these steps:

Step 1: Keep customers at the centre, always

With customer-centricity influencing every strategy, implementing an omnichannel experience will become easy. When you focus on customers' needs, everything else will fall in place automatically.

Step 2: Understand your customers' purchasing behaviour

You need insights into how your customers are moving from one channel to another during their buyer's journey. When do they want to shop online and when do they want to visit the store? What are the typical steps they take before adding a product to a cart and checking out? What factors would make a buyer abandon the cart? You need answers for many more similar purchase behaviour questions.

Step 3: Tap into historic customer information

Your CRM system, loyalty software, and social platforms hold valuable customer information that can be used to plan a better customer experience. Leverage the data to design the workflows across multiple touch points.

Step 4: Use customer segmentation for better targeting

Identify customers with common purchasing behaviour patterns to create better buying journeys for every segment. This way customers are not overwhelmed by unnecessary sales messages that can easily become annoying.

Step 5: Send the right message at the right time

Customers are more likely to take a desirable action when they are persuaded at the right time. With the right tools, you know when your customers are most active and on which channels, helping you design the more engaging experiences.

Step 6: Use the right tools

With the right marketing tools, you can build the best omnichannel experience and bridge the gap between the digital and physical world.

Omnichannel Marketing Best Practices for Retail And e-commerce Businesses

Whether your customers are shopping online from a mobile device, a laptop, or in a brick-and-mortar store, they expect a seamless customer experience. For instance, a customer could add items to a shopping cart through a website and checkout through a mobile app.

Here are a few best practices that drive more sales and loyalty:

- Encourage channel adoption with incentives. Identify which channel - in-store, website, mobile app - brings the highest sales and incentivise that touchpoint.



- Segment your audience based on purchase history and behaviour. Plan different campaigns for each segment and personalise the content.
- Usually, sales does not happen in the first instance. You need to stay on top of your customers' minds when they decide to buy. Use emails, banner ads, push messages, SMS, and more to retarget customers and improve brand recall for a better probability of conversion.
- Follow-up cart abandonment with personalized messages. Tailor notifications and alerts to let the customer know about price drops.
- Use marketing automation tools to automate manual tasks like segmentation of audience, message personalisation, campaign scheduling, and measuring of results.

Omnichannel Marketing Best Practices for Restaurants

The pandemic has changed how restaurants work. With food tech startups entering the arena and providing massive discounts, small and medium-scale restaurants feel the pressure of improving customer engagement to stay relevant and enhance their marketing efforts. Even when restaurants partner with online aggregators, the commissions eat up the profits.

Omnichannel marketing can save restaurants from being cannibalised by external players. Here are a few best practices:

- Strengthen your online presence by creating a website, mobile app, and social pages along with the physical store.
- Allow customers to order food or reserve tables through their preferred option - website, mobile app, self-service kiosk, or phone call.
- Support customer needs promptly with AI-enabled chatbots and recommendation engines.
- Implement a POS system, digital ordering system, or restaurant management system to track customer behaviour.
- Analyse customer data to tailor the menu based on several criteria including preferences, tastes, food allergies, and average order value.
- Delight customers just before the checkout with custom discount coupons, gift cards, redeemable points, and offers.
- Implement customer loyalty and retention programs with reward points for providing feedback.
- Distributing coupons and gift cards based on customer loyalty.

Omnichannel Marketing Best Practices for Banks, Financial Services, and Insurance

Though BFSI players have drastically digitised their services in the past few years, several customers still prefer face-to-face interactions for complex and high-value financial products such as mortgages.



Omnichannel and personalized digital marketing help to create a memorable customer journey which will eventually drive better loyalty. Here are a few best practices to follow:

- Build an open banking ecosystem to deliver value-added financial and non-financial services across all channels customers prefer.
- Improve customer onboarding process with a holistic approach towards customer outreach. Build a singular relationship that crosses both digital and physical channels

seamlessly.

- Provide a collaborative browsing experience that helps users seamlessly navigate to other pages to seek help without forgetting the goal - filling the form for a loan application, credit card, etc.
- Reimagine customer journey by eliminating data silos. Fetch data from different channels customers have interacted on and integrate all the conversations to make it available across the multiple channels in a more seamless manner.
- Leverage the data collected from digital transactions and interactions to increase their omnichannel sales.
- Train your sales and support teams to be agile when responding to customer queries. Reduce response times on social media mentions and messages, and grievance emails to build stronger customer relationships.

How to Choose the Right Omnichannel Marketing Platform for Your Business

You get a plethora of tools in the market today that claim to provide an omnichannel marketing experience. But, there is no one-tool-fits-all. So, you need to evaluate every tool to ensure that they meet your unique business requirements.



Here are a few features you need to look for in the omnichannel marketing platform:

1. **Personalisation at scale:** Modern customers are getting accustomed to personalisation. Your marketing automation tool should collect data - transactional, behavioural, demographic - from all possible sources to provide a single customer view. This data is leveraged to create personalized campaigns that optimise conversion.
2. **User-friendly interface:** You can't leverage the full potential of any tool if it's not user intuitive. Custom templates, drag-and-drop builders, smart scheduling, and more make marketing efficient and easy.
3. **Personalisation with loyalty programs:** Your tool should allow you to create campaigns with personalized offers and loyalty schemes that foster one-on-one engagement with customers.
4. **Coupons:** Digital coupons drive traffic to online or retail stores. The tool you use should collect customer data seamlessly by tracking distribution and claims history to unlock a reward.
5. **Gamification:** Interactive leaderboards, performance meters, points bars, badges, virtual rewards, and more encourage user adoption.
6. **Advanced Analytics:** The tool should tap into multiple data points to discover insights into users, campaigns, and channels of engagement. This helps in progressive profiling, spotting recurring trends, funnels, and cohort analysis for improving campaigns.

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CONTACT US AT:

Email: hello@kreesalis.com

Website: www.kreesalis.com