

Omnichannel marketing is the best foot forward. Why?

Customer-centric marketing strategies work better than business focussed ones. Delivering customer experiences has been our forte at efficaci and omnichannel marketing is one of the best enabling tools for us. First up, omnichannel marketing is bespoke and there is unique to every business.

Understanding omnichannel marketing

Omnichannel marketing strategies meet customer needs at their chosen touchpoints to deliver high-end customer experiences. The customer chosen touchpoint could be social media marketing platforms, blogs, physical locations, newsletters, customer delight calls or live chats.



The most critical aspect of an omnichannel marketing strategy is brand interaction and delivering brand-consistent conversations (messages and interactions with customers) across a plethora of devices and technologies. This is a customer-centric marketing strategy and customised according to the touchpoint, making it a 'delight' experience.

An omnichannel marketing strategy should focus on creating a seamless customer experience, so we can connect all the touchpoints using the data collated.

We should tie each interaction of the customer to all other channels to spin a singular, delightful, seamless, and a joyful experience. In short, it is a unified service offering. A happy customer is ready to give you more business and information in the future.

Example:

A customer visits your store through a Twitter Ad, puts a few items in the basket and leaves without making a purchase. How do you handle the abandoned cart communication?

Your omnichannel strategy should:

Since Twitter is a preferred channel for the customer, send a Direct Message along with re-targeted ads.

You have the email address of the customer, so you should email with suitable content.

Since the customer comes from Twitter, he is a heavy social media user. Re-targeted ads on other social media platforms using demographics would be a great idea.

Understanding Cross-channel, multichannel and omnichannel

The concepts of all these marketing strategies are similar, however, the difference lies in the perspective of a customer. We execute all these strategies in different ways and have different conversion rates.

The table below will showcase the differences:

omnichannel_blog1.png

Cross-channel, multichannel and omnichannel marketing - Comparison

	Cross Channel	Multichannel	Omnichannel
Touchpoints	Independent	Conneted	Unified
Messaging	Push same message to all touchpoints	Push same message to all touchpoints	Customised as per touchpoints
Customer Journey	Begins with brand - Linear	Begins with brand - Siloed	Begins with customer - Unified
Interaction	One to one	One to many	Data merged
Customer Experience	More like traditional	Spammy	Delightful
			© PTPL @2002>

Why adopt multichannel marketing?

There are many advantages to adopt an omnichannel marketing strategy. Let us discuss the three major ones.

- A. **Enhanced data collection through customer journey analysis:** Collection of insights and analytics becomes easier and wider because of enhanced customer experiences. You can trace and collate engagement data across channels and touchpoints [Cookies, device id's, tracking pixels CTRs, open rates etc.] resulting in deeper insights into customer journeys. Customer preferences, interactive behaviour combined with insights can help you identify opportunities to grow faster. Identifying the best performing channels will help create better experiences and tweaking them as required.
- B. **Build better and better customer experiences:** While building better and effective campaigns, you can promote better personalisation using internal synergies and collaboration. This will help deliver amazing customer experiences by reducing marketing funnel friction, improving website flows, and creating relevant content. Use enhanced customer experience to drive better targeting through personalisation.

- C. *Spend more and save more*: Fine-tuning marketing spend gets easier. Increasing spend on channels that work and weeding out those that don't can be an initial strategy. However, more effective campaigns bring better revenue. So, by cutting marketing spend and increasing ROI, it turns out to be a win-win to adopt omnichannel marketing.

Planning an omnichannel marketing strategy

We at efficaci believe in bespoke digital marketing strategies and omnichannel marketing is right up our sleeve, because it is unique to each business.

An omnichannel strategy results from collaboration within a well-integrated business. The major stakeholders would be

- *Customer Success*
- *Sales*
- *Product*
- *Marketing*

Internally, your business has to ask and identify what the above expect from the customers. The information needs to be collated and frozen. This information should contain, from each of departments:

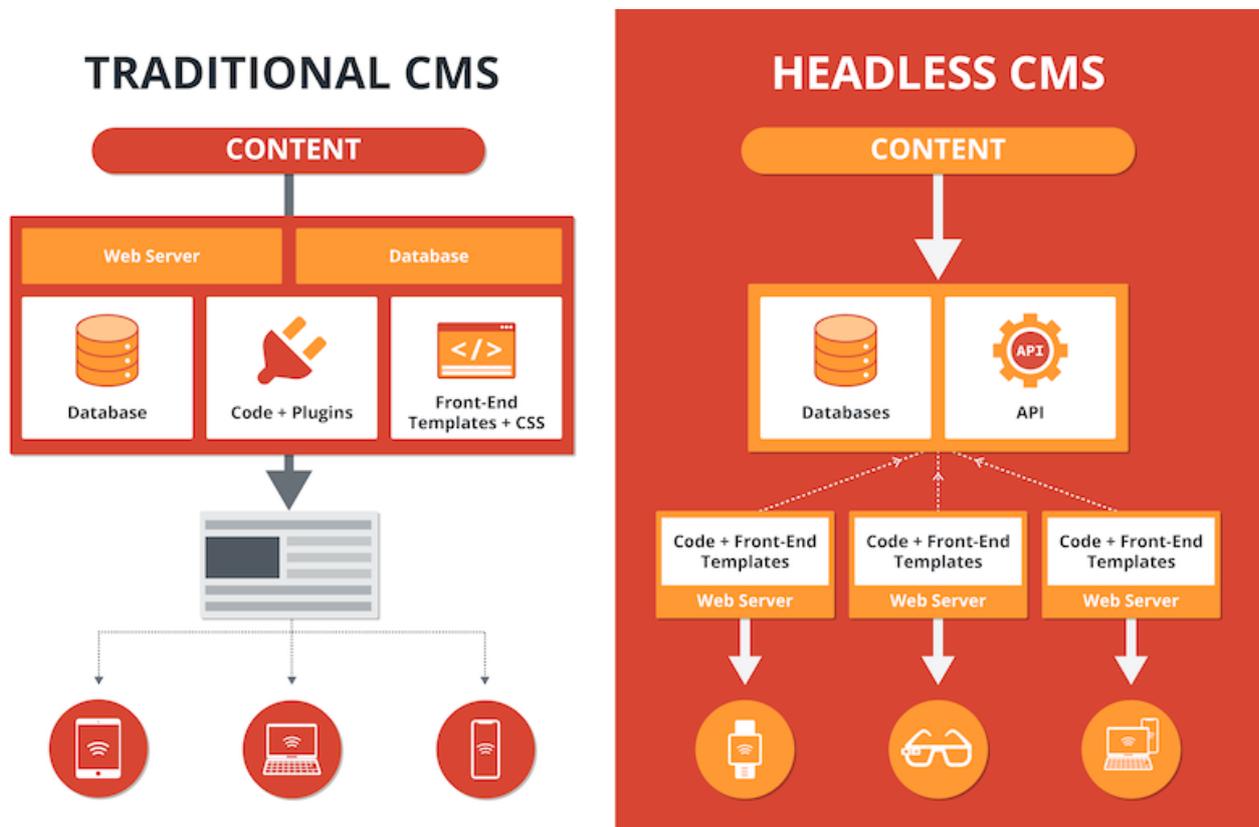
- *The need to improve the present strategy*
- *Recommended touchpoints*
- *Touchpoints that are not effective*
- *Touchpoints your business is ignoring*
- *Touchpoints of core customers*

There is no right or wrong marketing strategy. The way ahead is to create a strategy, A/B test it and tweak it as you go. Wash, rinse and repeat.

Critical headless CMS

We have discovered that using a headless CMS is the way to go to create omnichannel customer experiences that are truly effective. The creation part of

the strategy, like visual assets, messaging etc. should be segregated from delivery mechanisms.



<https://www.contentstack.com/blog/all-about-headless/headless-cms-vs-building-custom-cms/>

The delivery mechanisms and collection of customer data and insights should be a unique process. This is highly critical to get enhanced customer insights. Again, customer experiences depend on delivery and there are too many delivery platforms out there.

Conclusion

At efficaci, we strive to empower brands, accelerate their digital transformation and create bespoke customer experiences for them.

Simply put, customer experiences are highly effective when you wear the customer's shoes to experience it.

<https://www.sitecore.com/knowledge-center/digital-marketing-resources/what-is-a-headless-cms>