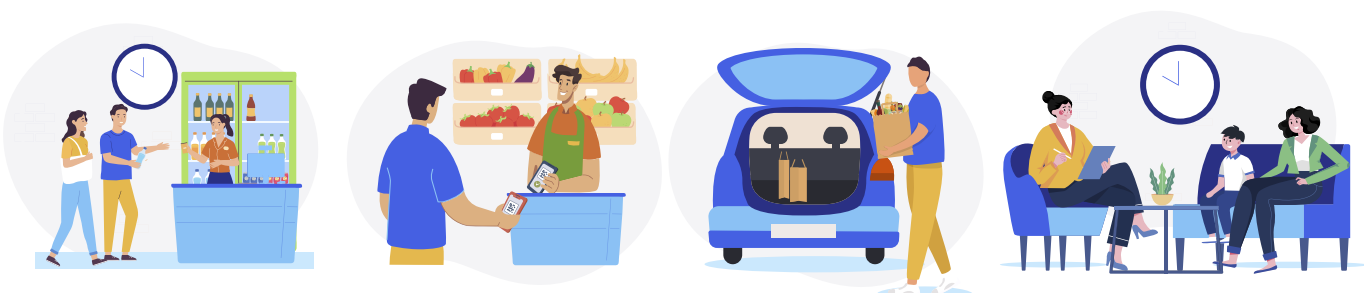


Mastering Omnichannel Marketing for Businesses

Introduction

Imagine a busy weekday where you are craving for a great home-prepared meal. You rush to the supermarket, but when you are starting to fill your shopping cart, you realise you are running way too late for your kid's school play. Now, standing at the checkout line, you need to make a choice between reaching in time for the play or buying groceries.

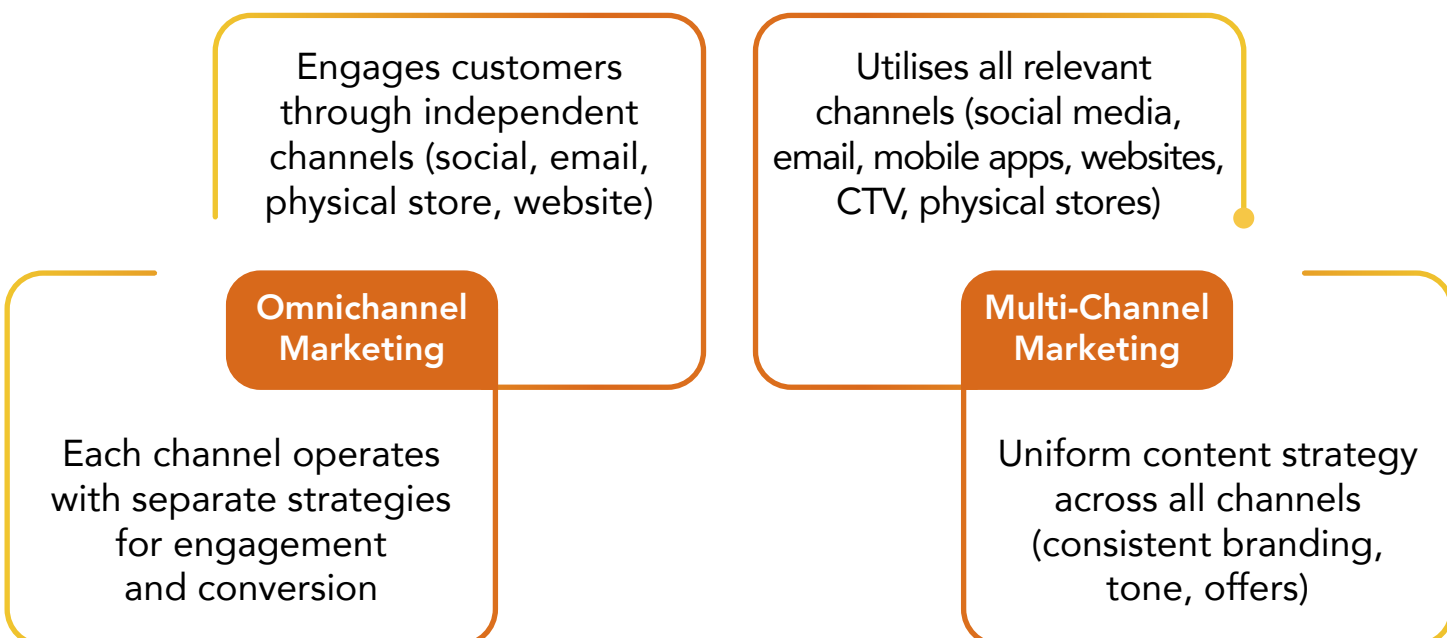
But what if you didn't have to stand in line at checkout and had an option to scan items as you buy and then pay directly from your phone, bypassing the line. Add to that, curb side pickup and same-day delivery options so that you can get what you need without ever having to step inside the store on a busy day.



Such innovations have changed how we shop. With mobile checkout and flexible pickup options, we can spend less time in-store and more time doing all the things we love.

Once considered “good to have” strategy, omnichannel has become indispensable for brands today because customers seamlessly transition between channels to complete their purchasing journeys.

Omnichannel vs. Multi-Channel Marketing



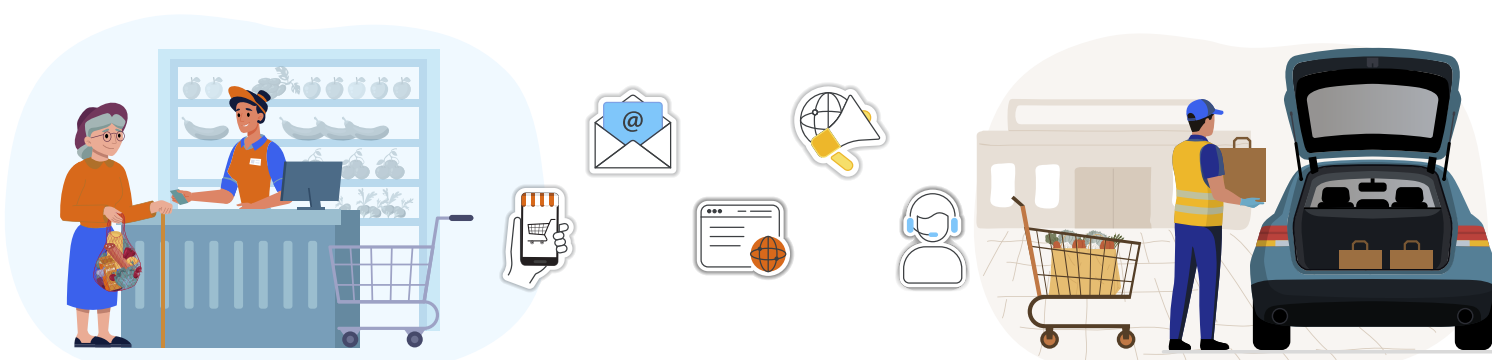
Multi-Channel Marketing

Multichannel marketing is about engaging customers through independent channels that neither relate nor build off one another. A social, email, physical store, or website channel has a separate strategy that helps in maximising engagement and conversion within that medium. For instance, a travel company using Instagram for brand awareness can use email marketing for tailored promotions and customer retention.

Limitations of Multi-Channel Marketing

While this multi-channel targeting is good, it can also result in a very disjointed customer journey if it lacks integration. An offer sent by e-mail could be matched on the website by some other offer or inconsistent product or pricing information. This can confuse customers, reduced the trust in the brand, and therefore affects customer satisfaction, eventually, slaying loyalty.

FROM STOREFRONTS TO CURBSIDE



Omnichannel Marketing

In contrast, omnichannel marketing is a customer-centric approach to marketing, with all the channels connected in a way that provides customers with a unified and cohesive experience.

As opposed to multi-channel marketing, wherein each channel works independently, omnichannel marketing puts all interactions into a coherent form so that the customer feels the continuity of the message and brand experience across all platforms.

Omnichannel marketing uses all relevant channels to reach and engage customers and makes sure that each one is interconnected. This may extend to social media, email, mobile applications, websites, online videos, CTV, and physical stores, to mention a few.

The content strategy is uniform across all channels.

A promotional campaign one sees on social media would exactly be the same when experienced in a store or through an email in terms of branding, tone, and offers.

This consistent experience is enabled because advanced technologies for data integration, ensure that any change—once updated—is reflected across all touchpoints instantaneously. Such an approach not only reduces customer confusion but builds trust and enhances customer experience with the brand.

Challenges to build a Resilient Omnichannel Strategy

While most companies believe in the value of having a robust omnichannel strategy, only 11% say they have an advanced implementation of omnichannel.

One major reason is the difficulty in integrating customer data across multiple channels to a single customer profile. Customer data is inherently fragmented by the many identifiers that can be related to individual consumers, be it email addresses or third-party cookies, and by the many different channels they use.

Platforms like Epsilon Digital help solve this challenge by:

First-Party Data Utilisation:

Leveraging extensive first-party data to gain insights into customer behaviour, preferences, and interactions. This data is crucial for crafting personalised marketing strategies that resonate with individual customers.

First-Party Cookie Integration:

By using first-party cookies, the platform ensures persistent customer recognition across different sessions and touchpoints. This allows for a more consistent and tailored customer experience, regardless of where or how customers interact with the brand.

Combining Adtech and Martech:

Epsilon Digital operates independently, without relying on third-party technologies. This autonomy ensures delivery of a seamless and integrated experience across all marketing channels, from initial contact to conversion

Unified Partnership:

Clients benefit from having a single entity to partner with, streamlining the creation and execution of omnichannel strategies. This holistic approach simplifies coordination and enhances the overall effectiveness of marketing campaigns.

Conclusion

Advanced identity resolution techniques enable the recognition of customers as individuals across diverse online and in-store interactions. By effectively identifying and comprehending customers across multiple channels, marketers can deliver personalised and pertinent marketing messages. This not only enhances customer satisfaction but also boosts engagement and increases conversion rates significantly.