

DOES YOUR MARKETING OMNICHANNEL?

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THE NEW INTEGRATED MARKETING MODEL

Omnichannel IMC:

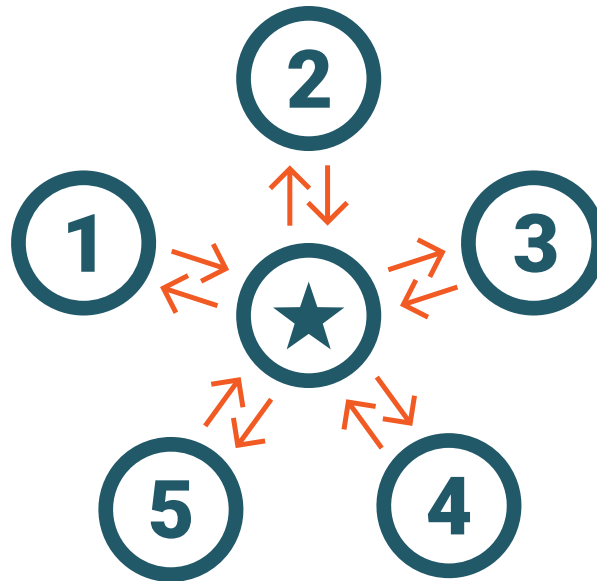
- » From individual touchpoints to a seamless journey
- » Consistent and contextually relevant customer experience at every touchpoint

Source: Adobe “How To Create a Foundation for Omnichannel Experiences”

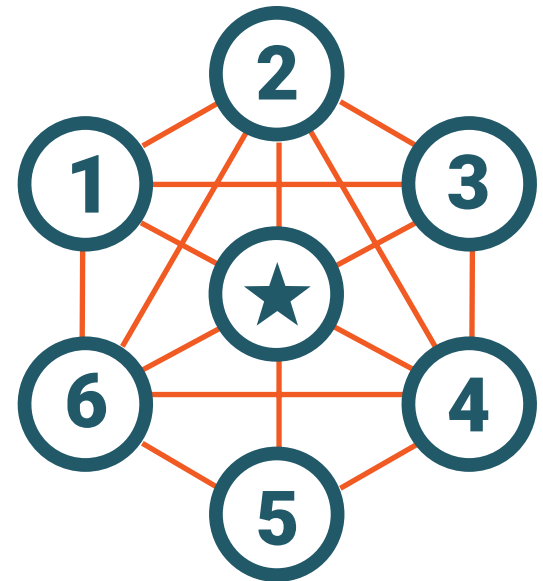
LINEAR → CENTRALIZED → INTEGRATED



LINEAR



HUB AND SPOKE

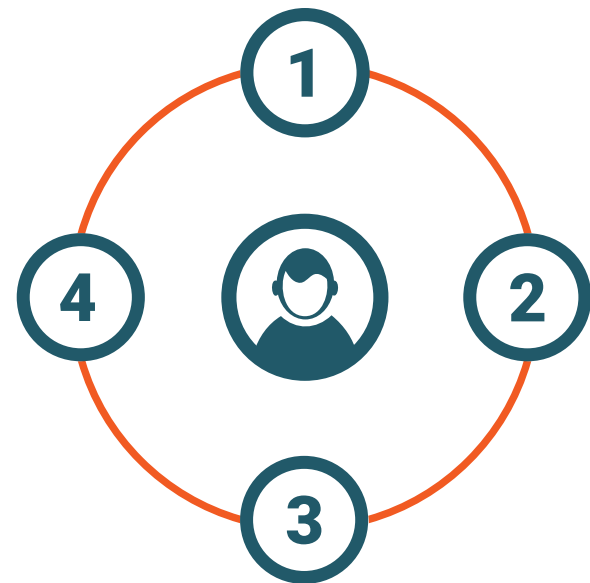


NETWORKED

MULTICHANNEL → OMNICHANNEL



MULTICHANNEL



OMNICHANNEL

“ We live in the age of B2ME marketing. Changing B2B buyers' expectations are driving the need for B2C-like experiences.

WHY OMNICHANNEL

Seamless experience, regardless of channel:

- » Enables meaningful engagement throughout long sales cycles
- » Supports superior customer experience
- » Achieves higher customer lifetime value



OMNICHANNEL STRATEGY

BRAND PLATFORM

- » Outlines what a brand stands for
- » Provides reasons to choose a brand
- » Articulates how a brand is different
- » Informs customer experience

Purpose ("Why")
Positioning
Value Proposition
Brand Promise
Brand Essence
Personality
Brand Values
Brand Story



INTERNAL ALIGNMENT

From fragmented to connected:

- » Collaboration across internal silos
- » New knowledge and skills
- » A process for sharing customer data and feedback
- » From channel-obsessed to customer-centric



KEY SUCCESS FACTORS

- » Collecting data from every customer interaction
- » Using the collected data to personalize experience
- » Delivering the right content at the right time in the customer journey
- » Providing seamless experience regardless of the channel





BECOMING CUSTOMER- CENTRIC

DO YOU UNDERSTAND YOUR CUSTOMER?

Does your firm:

- » Collect customer feedback and shares it firm-wide?
- » Know the actual people behind your CRM data?
- » Understand its customers' communications habits and preferences?





Male

Born in 1948

Grew up in England

Married for the 2nd time

Vacations in the Alps

Wealthy

Likes Dogs

Prince Charles



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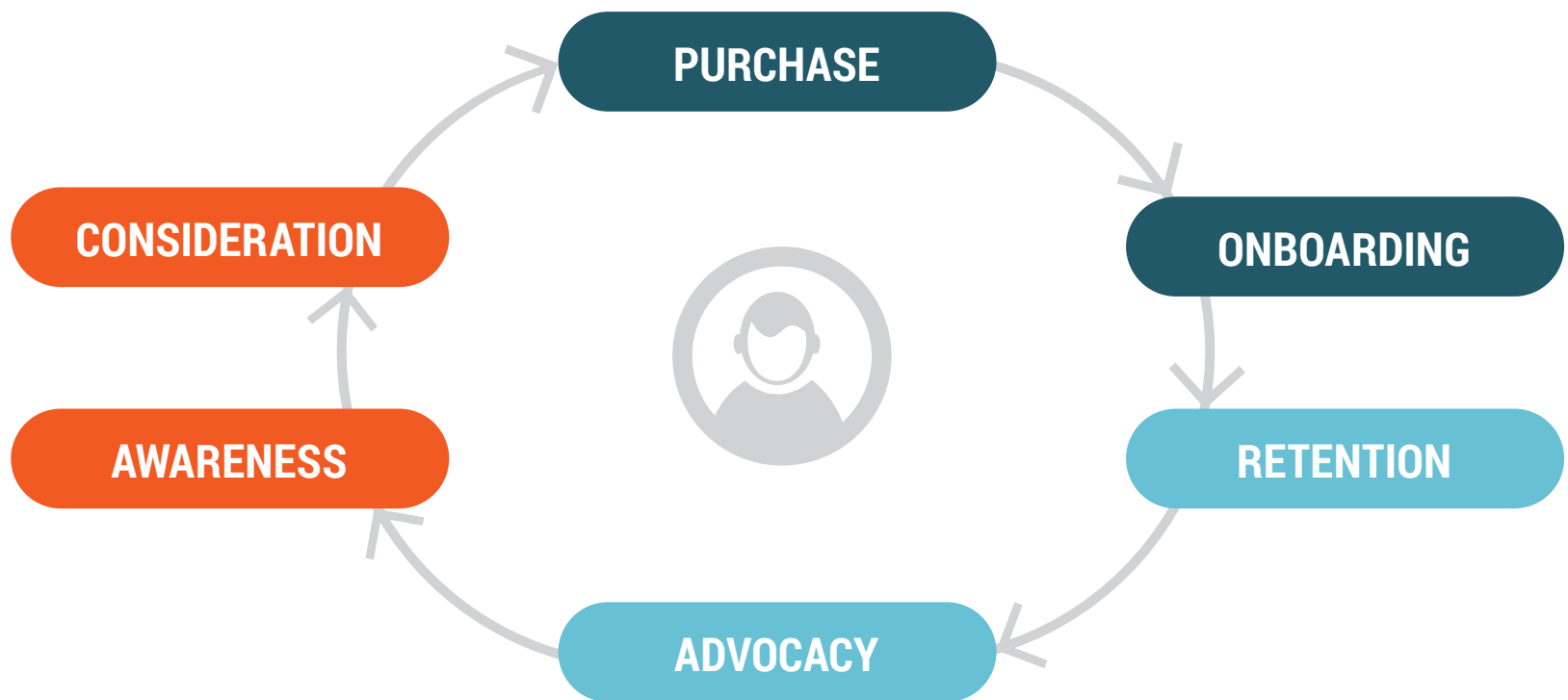
Ozzy Osbourne

JOURNEY MAPPING

- » Map out the entire customer journey (full lifecycle)
- » Define all touchpoints
- » Capture customer's needs, wants, expectations and actions for each touchpoint
- » Repeat for each customer segment
- » Inform your map with data, not opinion



CUSTOMER JOURNEY





THE NEXT GENERATION CONTENT MARKETING

CONTEXT MARKETING

- » Align messaging for different stages of the customer journey
- » Personalize message and content to individual needs of customers
- » Repurpose content across channels and customer groups



ALIGN CONTENT TO JOURNEY

PRE-SALE		SALE	POST-SALE	
Awareness	Consideration	Purchase	Retention	Advocacy
<p>Educate</p> <p>Increase Visibility</p> <p>Prove Expertise</p>	<p>Confirm & Reinforce Understanding</p> <p>Provide Solution(s)</p> <p>Prove It's the Best Solution</p>	<p>Reassure That Your Firm Is the Right Choice</p>	<p>Deepen Relationship</p> <p>Create Additional Value</p> <p>Upsell and Cross-Sell</p>	<p>Delight</p>



PERSONALIZE MESSAGE AND CONTENT

Customers want personalized and consistent experience



REPURPOSE CONTENT

Create versions of existing content that are tailored to specific buyers or industries; or split existing content into a number of different formats that can be delivered across a variety of communication channels.



“ In this new world order, the brand is equal to the sum of its experiences ... they inform the perception of and affinity for your brand.

KEVIN LINDSAY

Director of Product Marketing, Adobe

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