

UNDERSTANDING

Omni-channel Marketing

Different Marketing Strategies

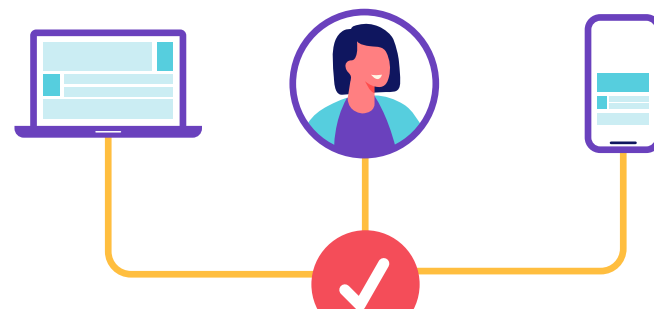
single-channel

Using a **singular** marketing channel to hit your goals.



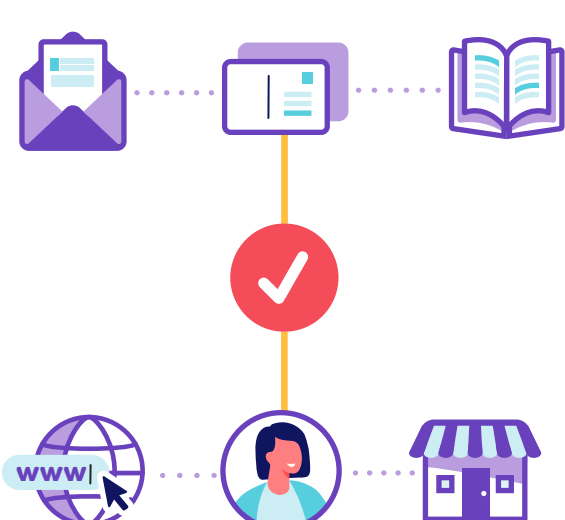
multi-channel

Several marketing channels working **independently** to tell your story.



cross-channel

Several marketing channels working **interactively** to reach your customers.



omni-channel

Combines all marketing channels **working together** in a network.



Why It's Important



98%

of Americans switch between devices in a single day.



91%

greater retention rate for companies with omni-channel strategies.



90%

of customers want more consistency across channels.

Reach Your Customers



Examine your organization's current structure

Media messaging and customer service access or touchpoints need to be **working together** not in silos. Remember consistency is key.

Map out your user experiences

How are customers reaching you? Are you collecting sufficient data?

When contact or purchase is made, is there **follow-up and continuous re-engagement?**



Add or subtract channels as needed

Don't feel like you have to throw the kitchen sink at your customers.

Make sure you're **utilizing the correct channels** to access customers and prospects.

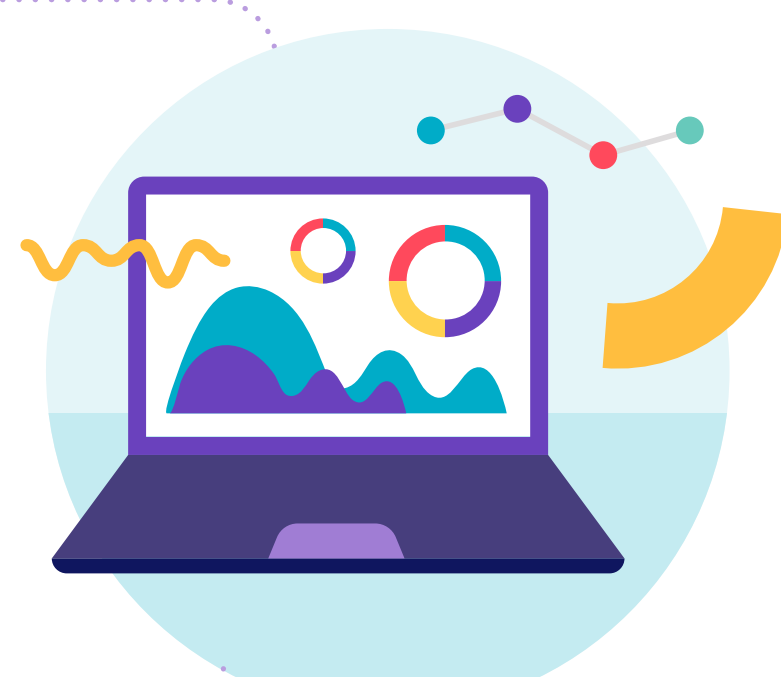
Diversify across digital and physical channels.

Evaluate your success

If you're not sure what is working for you, measure!

Use analytics to compare month-to-month and year-to-year declines and improvements.

Make adjustments as needed but only after you've given a channel sufficient time to work.



Start Building Your Omni-Channel Strategy

WITH BUBBLE & HATCH