How to Take

Omnichannel Marketing

from a Dream to a Reality

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Introduction

Let's face it — the traditional retail industry is struggling. Many companies have had to shutter stores and restructure. At the same time, successful digital-native companies have realized the value of having brick-andmortar locations in order to build their brand presence and connect with buyers in-person. How can both be true at once?

It all comes down to the customer experience. Today's B2C businesses — both ecommerce and brick-and-mortar — are struggling to create powerful relationships with their customers that drive long-term loyalty and retention. Many are stuck in a strange space between the digital and physical, unsure of how to fuse these two worlds to create the experiences modern consumers crave.

How do they go about accomplishing this?

Cue, omnichannel marketing.

Omnichannel marketing refers to engaging with consumers effectively across all channels and devices to provide a seamless buyer experience.

When we think of brands doing omnichannel right, [Amazon undoubtedly comes to mind](). Whether you're using their app, ordering your favorite products with Prime, or visiting a new Amazon Go location, your experience doesn't waver. They have a vast user database to serve up personalized experiences, remembering your preferences and following you across whichever channel you engage with them on.

In today's world, the customer experience is just as important — if not more important — and that is a big part of Amazon's success.

Instead of blaming Amazon for your struggles to connect with buyers, marketers everywhere need to realize that a strong omnichannel strategy is essential to future success. You can't simply sit back and let Amazon take all of your buyers from you — you have to step up and seize the opportunity at hand.

In this eBook, we'll break down everything you need to know about omnichannel marketing, including how it solves some of your biggest customer data problems, how to connect the dots across channels, and how to implement it successfully.

Challenges of Implementing an Omnichannel Strategy

Despite the huge opportunity at hand to provide the top-notch experiences customers now expect, 86% of ecommerce marketers have still not implemented a full omnichannel marketing strategy for their brand.
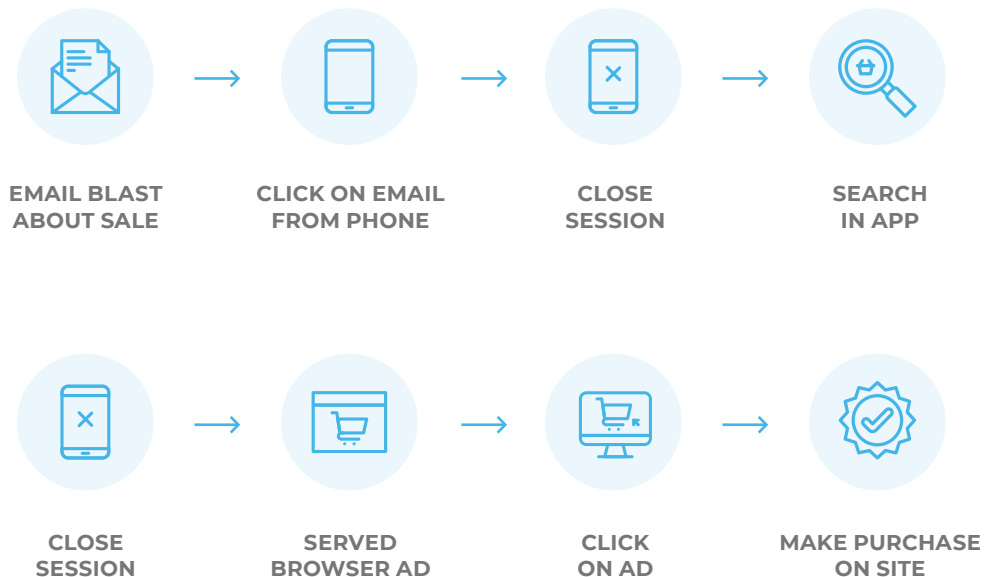
Why is this?

It all has to do with customer data (or lack thereof) and your ability to access and analyze it.

Let's take a look at some of the biggest data-centric challenges marketers face today when attempting to implement an omnichannel strategy:

1   Understand the Customer Journey

Customer journeys are tricky in today's digital world. They're no longer simple and linear, which makes it difficult to follow their path to conversion. Journeys take place across a multitude of channels and touch points that retailers need to capture.

Think about your last few retail purchases. Odds are, you interacted with the brand through at least two different channels and probably on a few different devices. Below is just one of thousands of possible conversion tracks you can make:

EMAIL BLAST ABOUT SALE	→ **CLICK ON EMAIL FROM PHONE**	→ **CLOSE SESSION**	→ **SEARCH IN APP**
CLOSE SESSION	→ **SERVED BROWSER AD**	→ **CLICK ON AD**	→ **MAKE PURCHASE ON SITE**

Being able to sufficiently capture the endless paths to conversion is key to engaging with your customers effectively. You have to understand exactly where they are today in the journey and how to best interact with them at each touch point.

2   Model your customer lifecycle

If you look at the brick-and-mortar businesses that are still flourishing, it should be no surprise that these companies are successfully integrating both the physical and digital worlds for a true omnichannel experience.

According to a recent survey by iQmetrix, 60% of consumers would choose to shop in-store if online services were provided there. To the right are three ecommerce companies that are leading the way in terms of a digital experience combined with physical storefronts:

1. Bonobos: This men's clothing retailer arms store associates with a mobile technology platform to manage the entire shopping process (inventory, appointments, customer information, checkout, etc.)

2. Warby Parker: The once online-only glasses giant is successfully expanding its physical footprint by using mobile technology to create a top notch in-store experience.

3. Sephora: The beauty giant is testing out Innovation Labs that combine augmented reality via mobile apps to test out products in-store.

3   Accessing Data

Perhaps the biggest challenge retailers face when attempting to implement an omnichannel marketing strategy is having access to the right customer data. It's tough to effectively target your buyers if you don't know when they interact with you on each channel. It's not uncommon for data to be siloed via channel (desktop, mobile, etc.) or by marketing software (ecommerce platform, ESP, etc.) which makes understanding the customer journey nearly impossible.

Marketers need a way of capturing and segmenting customer data across all of their different touch points so they can serve up relevant campaigns on the right channel at the right time.

eCommerce brands must prioritize reimagining their physical stores for a digital world or risk being left behind.

How a CDP Solves the Omnichannel Data Challenge

When you think of all the different ways your customers interact with your brand, it's easy to feel overwhelmed about how (and where) to engage with them effectively.

Part of this feeling stems from not having the right tools in place to capture your customer data effectively and unify the information in one place. In order to do this, you need technology that enables you to achieve identity resolution for your buyers. What is identity resolution?

Identity resolution is the ability to stitch together data to correctly identify your buyer across devices, browsers, and platforms.

A CDP allows you to fully understand your buyers by seamlessly integrating with all of your core software platforms to unify your customer data and create a single view of your customer. This single customer view powers your omnichannel marketing strategy by granting you the ability to execute on the following:

1 Customer Segmentation

Being able to segment your customers based on key profile and behavioral information is the first step to engaging with them effectively. Think of a first date versus a two year anniversary. Odds are, you would have a very different approach to each. The same goes for your customers: the way you speak to brand new customers versus long-term loyal customers should differ significantly.

2 Real-time Personalization:

One of the most powerful aspects of omnichannel marketing is hitting customers with the right message at the right time on the right channel. From location-based push notifications to an email alerting customers their favorite item is back in stock, personalized messaging campaigns are critical to delivering on the promise of a personalized customer experience.

3 Dynamic Segmentation:

It's overwhelming to think about managing all your different omnichannel marketing campaigns and keeping track of when users take a actions along their buyer journey. Lucky for you, a CDP makes this a breeze by allowing you to set up campaigns that will automatically trigger based on stages in the customer life cycle and behavioral information.

Omnichannel marketing success drives customer loyalty

Having access to all of the above is critical to your omnichannel success because it allows you to really understand your customer.

In today's day and age, your ability to provide a top-notch customer experience will literally make or break you. The only way to accomplish this is through having a 360 view of your customers so that every interaction you have with them is personalized. This is how you build powerful relationships with your customers.

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

Jeff Bezos, Amazon

Did you know? More than 80% of consumers will not purchase from the same brand twice. And since new customer acquisition cost is much higher than retention, it's no surprise so many retailers are bleeding money. Using a CDP to drive your omnichannel marketing strategy will do wonders for your bottom line and help you accomplish every marketer's dream — customer loyalty.

The second purchase is truly the most important. If you can drive a second purchase, you significantly increase your chances of building a strong relationship with the customer. This is vital because 41% of total online revenue in the US comes from repeat customers, even though only 8% of US customers are repeat customers.

As a marketer, your top priority shouldn't be new customer acquisition at all — it should be driving repeat purchases, growing average order value, and driving customers toward loyalty. All of this effort it working to ultimately maximize your customer lifetime revenue. The key to doing that effectively is to focus on the single most important objective: compelling customers to make a second purchase.

Power Your Omnichannel Marketing Strategy with a CDP

Enough with the why, let's talk about the how. As in, how you go about executing a solid omnichannel marketing strategy. Once you have the right tools in place, here's how you actually execute:

CAMPAIGN SET-UP

Before you dive into running campaigns, set yourself up for success by organizing your customer data in a way that is most useful to you. Take advantage of all a CDP has to offer and make sure you have the following at your disposal:

- ✔ Customer profiles that highlight every interaction they've had with your brand across every channel

- ✔ Key customer information from demographics (age, location) to behavior (browse or purchase history, average order value, etc.) so that you know not only who they are, but how to effectively engage with them

- ✔ A test plan so that you can test all creative messaging to ensure you're optimizing for repeat purchases and an increase in the lifetime value of customers

CAMPAIGN EXECUTION

Once you've tackled the above setup, it's time to start executing new campaigns. Below are just a few highly targeted omnichannel campaigns you can run:

Welcome: Send a welcome email when a new customer signs up for your email list from a website pop up, mirroring the same message across channels

Cart abandonment: Trigger a "forget something?" push notification to encourage purchase completion along with cart abandonment ads and emails

Post-purchase: Send "Thank you for your purchase" emails or push notifications with relevant shipment information

Cross-selling: Display ads for complimentary products across every channel

Replenishment: A push notification or email reminding the customer it's time to stock up again

Re-engagement: Display or social media ads or an email of their favorite product line with a discount to encourage them to re-engage with your brand

These are just a few examples, and really, each campaign can be executed not just across multiple digital channels, but also with coordinated messaging in-store. You should continually test how your buyers respond to these campaigns, noting when and where they respond favorably to your marketing. This can help you optimize for buyer preferences and increase conversion rates across the board.

A Call to Arms: Marketers can't be Complacent

The alarming downward trends of the traditional retail industry should be enough to convince you that doing the same old B2C marketing strategy isn't enough. But just in case you need more convincing, take a look at these powerful statistics that prove the market — and consumer expectations — have shifted towards omnichannel:

73% of customers use multiple channels while shopping.

60% of millennials expect consistent brand experiences—whether instore, online or by phone.

30% higher LTV than those who shop only using one channel.

80% of customers are retained by companies with omnichannel engagement strategies.

90% of customers expect consistent interactions across channels.

3x higher effectiveness rates are reported by companies using multi-channel marketing vs. non-integrated campaigns.

We now know consumer expectation is with omnichannel, but is it paying off for brands who implement it? **Absolutely.**

On average, B2C companies who use a B2C CRM to achieve omnichannel marketing see a 4x ROI in the first year. In addition, they're also seeing:

150% INCREASE IN AOV

3x REPEAT PURCHASES

20% INCREASE IN CLTV

Not only does implementing an omnichannel marketing strategy help you to truly understand your customers, but it also lets you tap into powerful data to maximize lifetime revenue through better marketing attribution, more detailed ROI analysis, and better analytics overall.

Knowing which campaigns are driving actions will allow you to optimize your entire marketing strategy to keep customers coming back.

Bringing it all Together: Omnichannel Marketing and the Future of B2C Business

It's no question that the B2C industry is at a tipping point. While many are embracing the brave new digital world, there's still a lot of catching up to do for those who wish to remain relevant.

Consumers expect the brands they engage with to know them personally and provide a true 1:1 shopping experience. Adopting an omnichannel marketing strategy will give retailers the data they need to tailor the experience to each customer and create powerful relationships that keep them coming back again and again.

This next year will be telling for the B2C, retail, and direct-to-consumer industry. Expect to see heavy investments in digital platforms like B2C CRMs as businesses try to play catch-up. Many more stores will shutter, while others will transform to infuse technology into every aspect of their operations.

The B2C businesses who will emerge to dominate the next decade will be those who understand and use these three main concepts to their advantage: data intelligence, consistency, and personalization. Make sure your business is one of them.

ZAIUS

Zaius is the Activated Customer Data Platform that assists growing brands to achieve higher CLTV by delivering relevance across the entire customer journey, from anonymous browsers to loyal shoppers. We align your entire organization around customer data allowing you to create a relevant customer experience that differentiates your brand and create customer loyalty. For more information and to see Zaius in action, go to zaius.com/demo.

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