

The Practical Guide to Giving Your Consumers the Omnichannel Experience

The benefits of delivering a seamless buyer journey

WHAT IS OMNICHANNEL MARKETING?

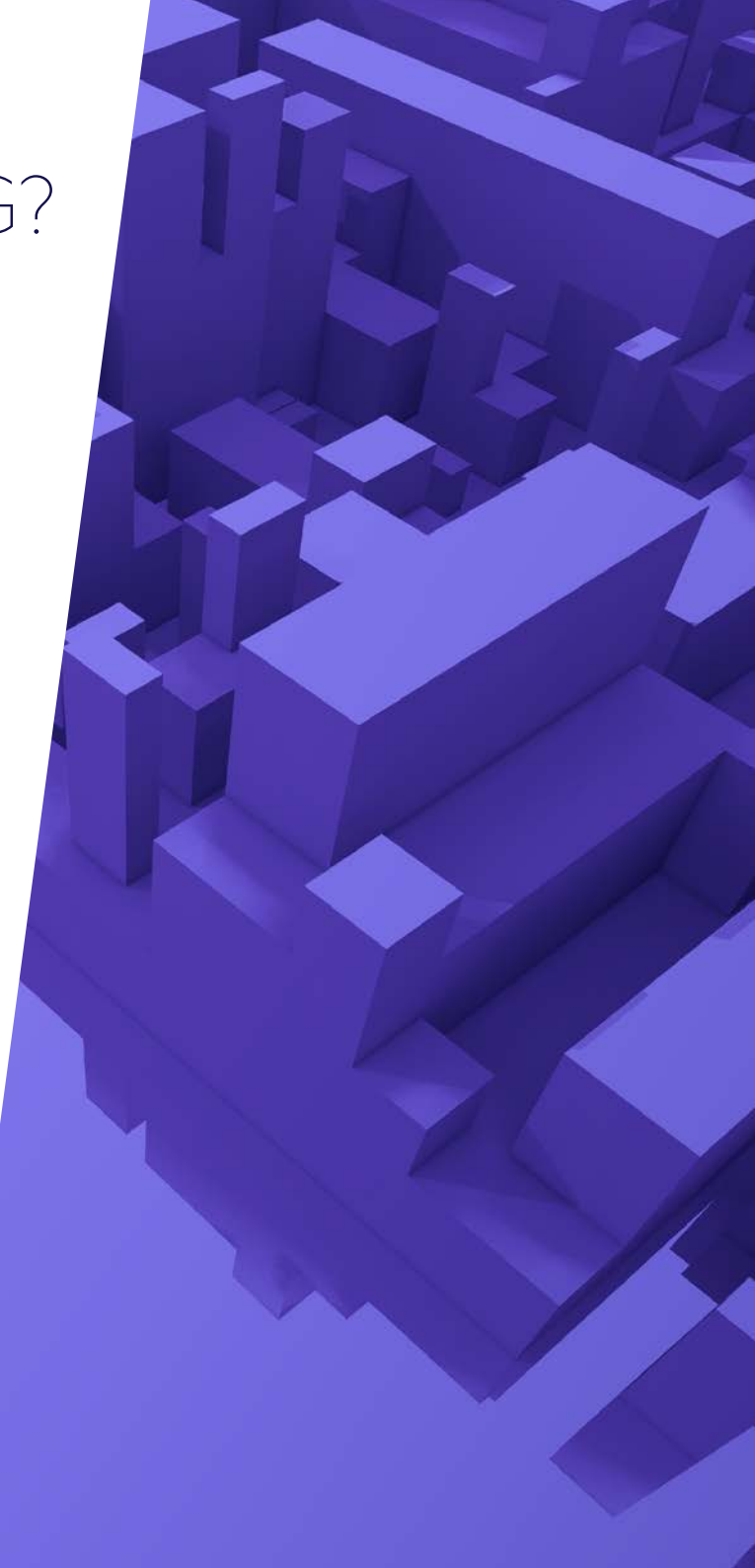
From a consumer perspective, the best brands are those that seamlessly weave themselves into their buyers' lives. While not distracting or easily detectable, these brands are always present. They don't scream for attention, but they don't wait on the sidelines, either.

What makes these brands so successful? They practice omnichannel marketing—marketing that seeks to provide a seamless buyer experience, regardless of channel or device.

To be successful today, brands need to look beyond disconnected vendors, departments, and strategies to give buyers a continuous experience.

This ebook will examine the benefits of an omnichannel marketing strategy. We will discuss how to organize your team and marketing activities to engage on every channel.

We'll explore what it takes to be more than just a “nice to have” product—but instead become a brand that's a natural extension of your buyers' lives.



THE BUYER JOURNEY

Understanding your buyer is key to delivering personal and relevant messages. Let's look at how marketers have mapped this in the past and how they can do it more effectively today.

Focusing on the buyer journey

Marketing executives are increasingly embracing the fact that they need to go beyond new customer acquisition. Now, marketing executives must also be "Chief Customer Experience Officers" who drive value and revenue throughout the entire buyer lifecycle- from awareness, to acquisition, to advocacy.

Successfully acquiring buyers takes time and money, so leaving that relationship to flounder after acquisition is a loss on your return on investment (ROI). Marketers who

engage buyers throughout their lifecycle drive more revenue from an ongoing relationship—think upsell, cross-sell, referrals, and continual business. Because acquisition is less cost-effective than growing your business with an existing buyer, engaging in lifecycle marketing helps to drive more revenue over time and avoid the loss of potential revenue from churned buyers.

The buyer journey, defined

In today's digital world, the most successful marketers engage their buyers as individuals, which means having a deep understanding of who they are and what they are interested in. Wherever the buyer is, these marketers make sure to deliver the right messages at the right time, both on and offline. This is called engagement marketing.



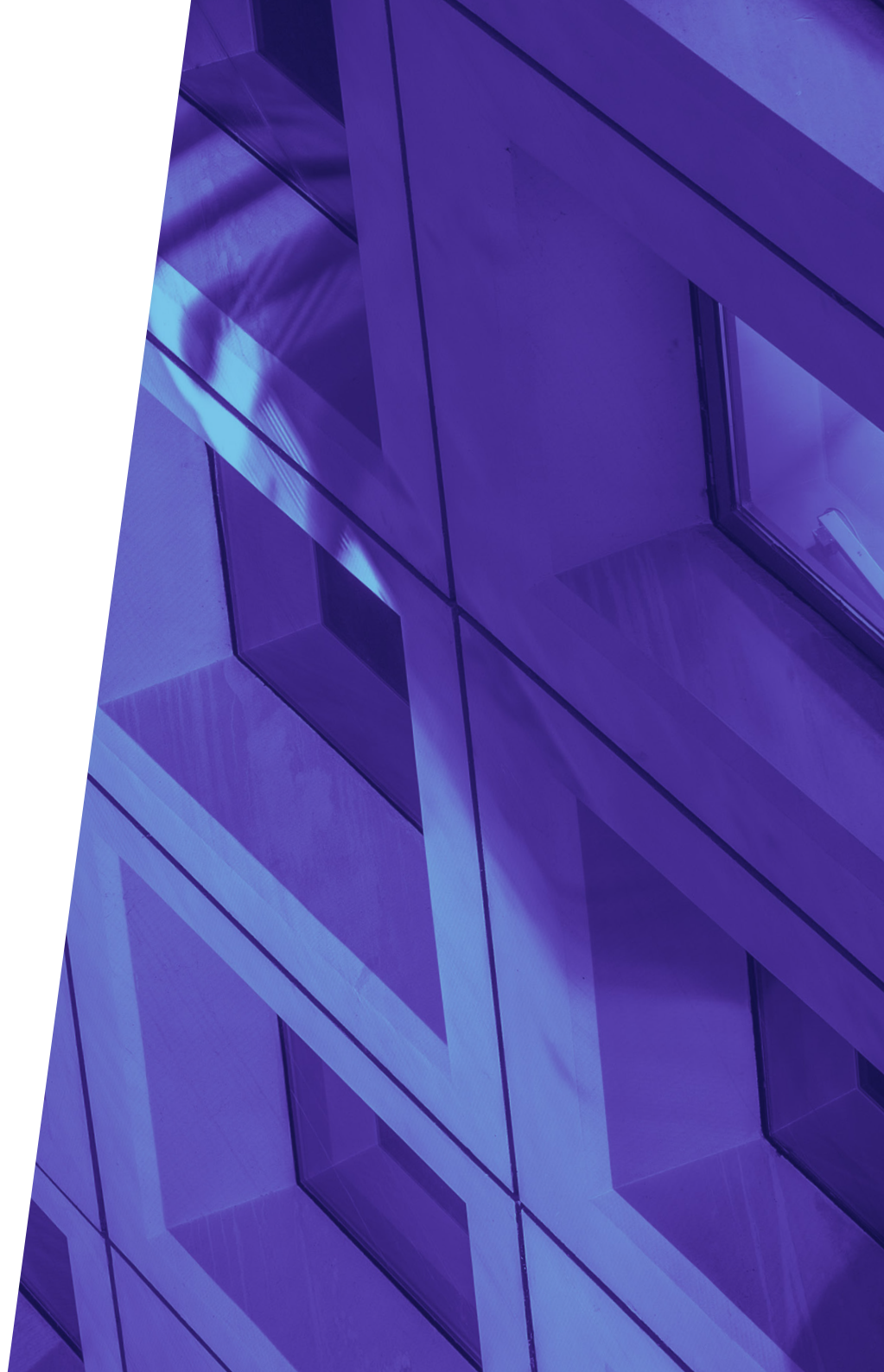
THE BUYER JOURNEY (cont.)

In the past, marketers couldn't offer that experience at scale. To provide an optimal and scalable experience, they aligned their general marketing activities with the buyer lifecycle and used those lifecycle stages to map predefined content and messages the buyer should receive.

Unfortunately, this methodology didn't include "listening" and thus offered lackluster results. Marketers struggled to continuously engage with customers because their mapped journey didn't capture the actual journey of their customers. For example, whether someone completed a purchase or not, doesn't tell the complete story of the

buyer—what her needs are, what she wants, what engages her, and so on. Only by listening to other behaviors, in addition to a purchase, can a marketer truly be relevant. Looking at the buyer lifecycle in a linear way says little about the buyer's actual experience.

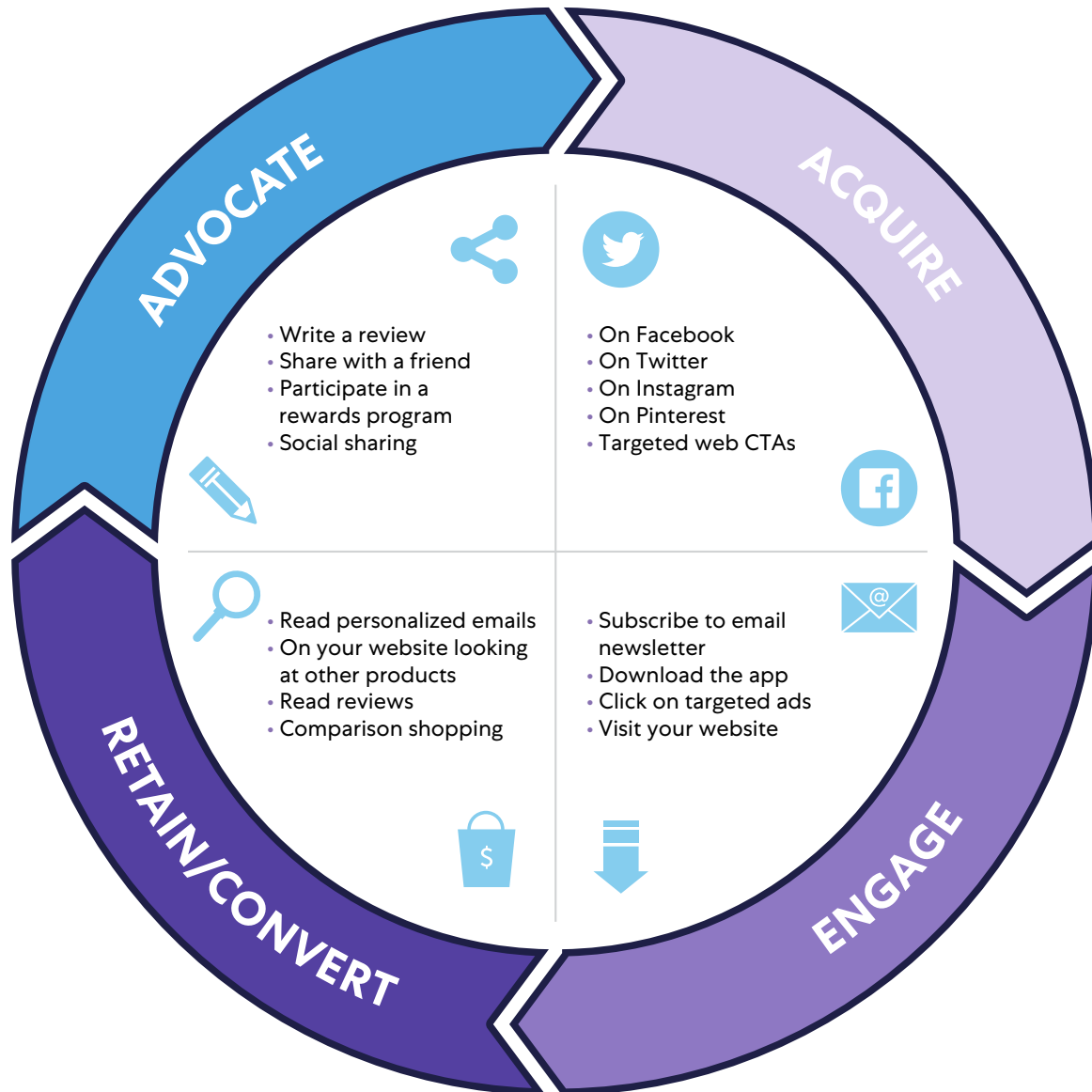
While thinking about the stages a buyer might go through is helpful, the process should not stop there. Let's discuss how this process needs to evolve from the old way of doing things to fit buyers' needs today.



THE BUYER JOURNEY (cont.)

The buyer journey, evolved

Customer lifecycle mapping serves as a good foundation for planning more relevant marketing activities and messages. To add value beyond the acquisition, it's important to offer exceptional, personalized marketing to your buyers throughout the entire customer lifecycle.



CREATE TRULY PERSONAL MARKETING

Traditional customer lifecycles account for “steps” taken to get a buyer to a specific goal, which can be helpful for marketers as they map out activities that pair well with different channels or levels of awareness.

But by mapping and timing marketing activities based only on the buyer lifecycle, marketers are missing the ability to engage one-on-one with the buyer. Coordinated omnichannel marketing delivers the most relevant buyer experience, putting the buyer at the center of your marketing. It acknowledges that

the buyer decides her own journey, and therefore it’s the marketer’s responsibility to listen and respond efficiently—with the right message, at the right time, in the right place(s) — by utilizing engagement marketing.

Let’s explore how to strategically set up your organization for effective omnichannel marketing.

Omnichannel marketing is engagement marketing

To create an omnichannel experience for your buyers, use the ABCDEs of engagement marketing. This is defined by five principles of communication, which focus on engaging people:

- **As individuals**
- **Based on what they do**
- **Continuously over time**
- **Directed toward an outcome**
- **Everywhere they are**

CREATE TRULY PERSONAL MARKETING (cont.)

Structure your organization for omnichannel marketing

Many marketing organizations are unable to listen and respond to individual buyers quickly. Let's look at how organizational structure can lead to successful omnichannel marketing.

Buyers increasingly expect immediate, personalized communications, yet many marketing organizations still connect with customers in silos, lacking any real process to quickly communicate or jump into action. For example, many organizations have people dedicated to specific marketing channels such as mobile, paid advertising, or email. These teams need to work together to create well-timed customer

engagements that culminate in a cohesive, end-to-end experience.

It's important when you practice omnichannel marketing to structure your organization in a way that allows the free flow of information.

This may mean adapting your organizational structure to the different stages of the buyer lifecycle. By organizing your team around the buyer, the functions that listen and respond are synchronized and able to deliver a seamless experience across all channels consistent with the actual buyer experience. That way, conversations remain fluid as your buyer moves from one lifecycle stage to the next.

For example, if your organization is structured around the buyer lifecycle, the acquisition group coordinates all messages in hopes of acquiring a new buyer. Later, the retention and loyalty groups coordinate messages that drive value and interest after the first sale—with the goal of leading buyers to their next purchase or interaction.

CREATE TRULY PERSONAL MARKETING (cont.)

Restructuring your team around the buyer lifecycle may mean specific teams or team members are responsible for:

Awareness/acquisition

These team members focus on activities that build awareness and drive buyers toward acquisition.

Engagement/consideration/purchase

These team members focus on activities and content that fuel buyer engagement, and accelerate the consideration and purchase of a product.

Satisfaction/retention

These team members focus on driving satisfaction and retention amongst your existing customers. Their work is geared toward providing added value to the buyer when they are not in a purchase cycle.

Advocacy

These team members focus on ways to encourage and reward your best buyers for brand advocacy and referrals.

Your omnichannel roles

As you structure your organization to strategically run omnichannel marketing, it's important to understand the objectives and activities of the various roles. Let's explore:

Leadership: The role of the marketing leader is to have a big picture view of strategy. This person is dedicated to looking at the holistic buyer experience and ensuring that the organization is delivering on that vision. This may mean structuring the team and budget around the buyer's journey and facilitating communication among siloed team members.

Practitioners: From a practical standpoint, most marketing teams today have practitioners who own specific channels. As the marketing organization transitions to adapting to the buyer lifecycle, the people who own these channels must connect with their counterparts from other channels to coordinate messaging across specific segments of the buyer journey. Practitioners actively work together to focus on the activities to support the buyer lifecycle, rather than a myopic, singular channel view.

CREATE TRULY PERSONAL MARKETING (cont.)

The benefits of structuring your organization around your buyer

Structuring your organization around your buyer has key benefits. In fact, according to McKinsey's 2016 DataMatics survey, companies that use customer analytics comprehensively report outperforming their competition in terms of profit almost twice as often as companies that do not. Plus, they outperform their peers across the entire buyer lifecycle and are nine times more likely to enjoy superior buyer loyalty.

Why does this work? Because each person or group inside the marketing organization is responsible for a buyer's experience across all channels for a finite amount of time. Throughout their lifecycle,

buyers pass from your awareness and acquisition team, to your engagement and consideration team, and so forth, as they move through the individual stages.

It also works because it is measurable. Each group can measure success beyond the vanity metrics of click-throughs and push notifications. Instead, omnichannel marketers can measure the number of consumers they successfully move to the next stage of the lifecycle.

Marketo's engagement marketing uses artificial intelligence (AI) to learn customer behavior and content preferences to deliver hyper-personalized content at just the right time in the buyer's journey.



MEET BUYERS WHERE THEY ARE

Each buyer experiences numerous touchpoints with your company throughout their journey, some even occurring simultaneously. It's marketing's job to ensure that each interaction has a positive and cumulative impact.

Your brand should appear on every channel the buyer frequents—across his favorite online channels, on all of his devices, and offline—creating a holistic and seamless experience.

Create diverse, connected messaging

To practice omnichannel marketing well means utilizing every channel your buyers are on and not pouring all your money into one outlet. Omnichannel marketing requires using diverse channels and messages that reinforce and support each other—it does not mean sending the same message across every channel.

Bombarding buyers with the same exact messaging is not engagement marketing, it's just irritating.

Creating messages that consider the channel, and the activity of the buyer on that channel, is the most effective way to practice omnichannel marketing.

Coordinate your channels

Consistently offering personal, relevant value in real time is what buyers want and expect. With all the possible buyer touchpoints, it can be overwhelming to connect them all. So, start small. As you initiate omnichannel marketing strategies in your organization, you don't need to, and probably shouldn't, do everything at once. Simply tying two channels together—for example, email and website—and practicing a seamless, personalized response will begin your ideal buyer experience.

Then as you get more advanced, identify areas for improvement and form some best practices in your organization. From there, you can expand. Start to coordinate with a third channel (social), and then add a fourth (digital ads), and so on.



MEET BUYERS WHERE THEY ARE (cont.)

Let's see how tying channels together adds value for both buyer and marketing organizations:

A buyer visits your website and is cookie'd. She browses across a few pages and adds something to her cart before leaving your site. She then navigates to Facebook where she skims her News Feed. If your website and social channels are tied together, you can serve her a remarketing ad, showing her the item she left in her cart and prompting her to complete the purchase (this is made easier with technology like

Marketo Ad Targeting). Let's say she sees the ad, clicks back to your website and goes partway through the checkout process, creates a user account, but never finalizes her purchase. If you have your email channel tied to your website and social channels, you can use that data to send her an email offering a limited time-only coupon for purchase, driving her back to your website to complete the transaction.

CHECKLIST OF CHANNELS

As you create an omnichannel marketing strategy and decide which channels to tie together first for your buyers, consider these touchpoints:

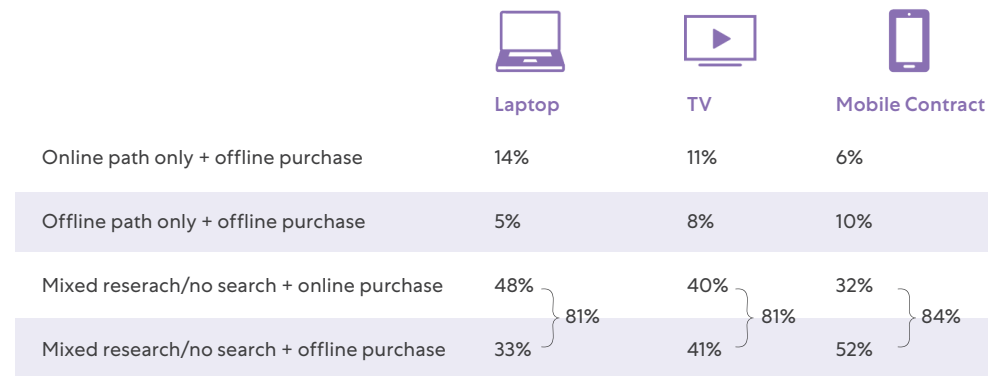
- Website
- Email
- Mobile
- Social media
- Search engines
- Online advertising
- Landing pages
- Direct mail
- Call center
- Retail store
- Print
- TV
- Radio
- Outdoor advertising

Coordinate your channels

You can see that the coordination of these channels benefits both marketer and buyer. For the marketer, it drives the buyer to complete the next action in her journey, and for the buyer, it offers a seamless, personalized conversation.

Why is it so important to offer personalized touchpoints? Data from Google shows the high volume of customers who take a multichannel path to purchase, a behavior that also extends to advocacy.

Consumers take a multidevice path to purchase



Source: Study reveals the complexity of modern consumer paths to purchase and how brands can make inroads, Think with Google, 2018. www.thinkwithgoogle.com/intl/en-gee/insights-trends/research-data/study-reveals-complexity-modern-consumer-paths-purchase-and-how-brands-can-make-inroads

CHOOSE THE RIGHT TOOLS

The right tool will help you listen to your buyers and then deliver personal and relevant messages based on their behaviors.

For example, let's say you have a buyer who visits your website for a specific model car and opts in to receive email.

Using an engagement marketing solution that makes it possible to listen, you're able to send him an email with four different models and know when he clicks on one of the models. From there, he is taken to a website where he can personalize that model car, but he doesn't complete the experience by contacting a dealership. He leaves the site.

The right engagement marketing tool will understand his activities and send an email with the personalized model of the car that he built as well as a call-to-action (CTA) to set up an appointment with his local dealership.

A marketing tool that's able to listen and respond across channels will help ensure that he also starts to see targeted ads across the web and on Facebook that specifically show the car he built on your site, and highlight the industry awards it has won—specifically safety.

By engaging your buyers in a way that helps them realize success and see value in your brand, you lessen the chances that an acquired buyer will churn. In fact, you boost the odds that they'll make an additional purchase or recommend you to a friend.



CHOOSE THE RIGHT TOOLS (cont.)

An engagement marketing solution should be bold. While the goal is to engage each buyer in a personalized way, it's not practical to do so manually if you have hundreds, thousands, or millions of customers.

An engagement marketing solution that enables marketers to automate their marketing strategies allows you to engage buyers in a personalized way at scale.

With powerful engagement marketing, you have a partner in gathering data and insights that will help you effectively listen to buyer behavior and make strategic decisions about which messages and marketing activities work best for specific segments of people. This

helps your marketing organization transition from simple multichannel marketing to truly coordinated omnichannel marketing, which offers deeply personal experiences. Personalization is key to initiating and building enduring relationships with your buyers beyond acquisition.

But what happens when a buyer does not respond? It's vital that marketers maintain permission to market to that buyer directly since he opted in to your emails. While most brands focus only on promotion, it's important to use this opportunity to listen—and really hear the buyer. If he didn't open any of your emails or click on your ads, that's a sign that he's not ready to buy.

Use that information to your benefit and start educating the buyer. Send him interesting, relevant content, for example, something like “How to Finance a New Car” or “A Checklist for Selling Your Car.” Or, if your customer does complete a purchase, continue to send him useful tips—like “Maximize Your Mileage” or “Evaluate if Trading in Your Car Is for You”—that help continue the conversation.

Useful content is a great way to stay connected to your buyers, educate them until they are ready to buy, avoid the dreaded “unsubscribe,” and, ultimately, maintain a relationship with them.

Integrated data is actionable data

Marketers must be prepared to integrate behavioral data, or utilize a marketing solution, like Marketo Engage, that can do it for them. Integrating different data sources into a single, actionable data set is vital to success with omnichannel marketing. It's the only way you can develop a unified buyer view and respond in a timely way to your buyers' signals.

OMNICHANNEL MARKETING IN ACTION

According to data from ZoomInfo, a Marketo partner, coordinated messages across channels increase the performance of those channels and the experience of the buyer.

72%

of consumers say they would rather connect with brands and businesses through multichannel marketing

62%

of consumers who engage their favorite brands on 10+ channels make weekly purchases

90%

of buyers expect consistent interactions across channels

73%

of consumers shop on more than one channel

Source: 57 essential multichannel marketing statistics, ZoomInfo, 2018.

OMNICHANNEL MARKETING IN ACTION

Let's look at some brands that offer good examples of seamless, personal, and effective omnichannel marketing. These brands deliver relevant, continuous conversations wherever a buyer is, at any point in time.

Verizon

Verizon is an example of a brand that offers a compelling omnichannel experience.

A potential or current consumer of Verizon sees ads, emails, and social media messages specifically tailored to their interests, experience, location, and lifecycle stage. Verizon's recent Mother's Day promotion used the hashtag #CallMom and coordinated messages across many channels:

Verizon Facebook

On its Facebook page, Verizon posted, "Proud to always connect you to the one you rely on most, Mom. This Sunday, #CallMom to share a few more minutes together." Samsung, which sells their phones at Verizon stores, shared a video of funny text messages from mothers and ended the video with the same hashtag.



OMNICHANNEL MARKETING IN ACTION

Verizon Twitter

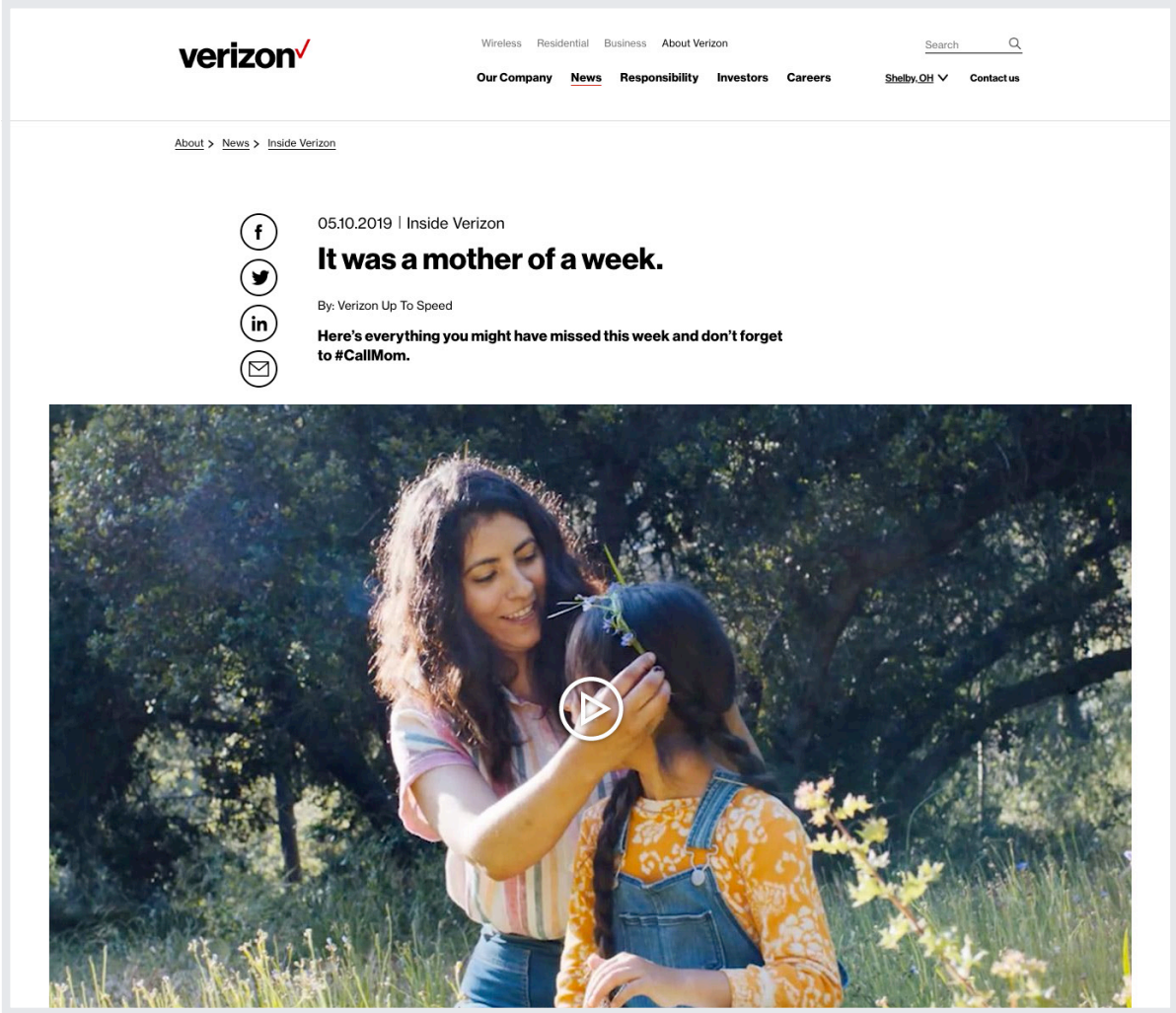
On Twitter, Verizon took a similar approach, tweeting multiple times to promote this campaign, including a popular video featuring a mother-daughter relationship from toddlerhood through adulthood, which ended with the daughter calling her mother.



OMNICHANNEL MARKETING IN ACTION

Verizon website

Before Mother’s Day, Verizon posted a recap of the week titled “It was a mother of a week” and linked some videos of special mom moments, followed by the campaign hashtag.



OMNICHANNEL MARKETING IN ACTION

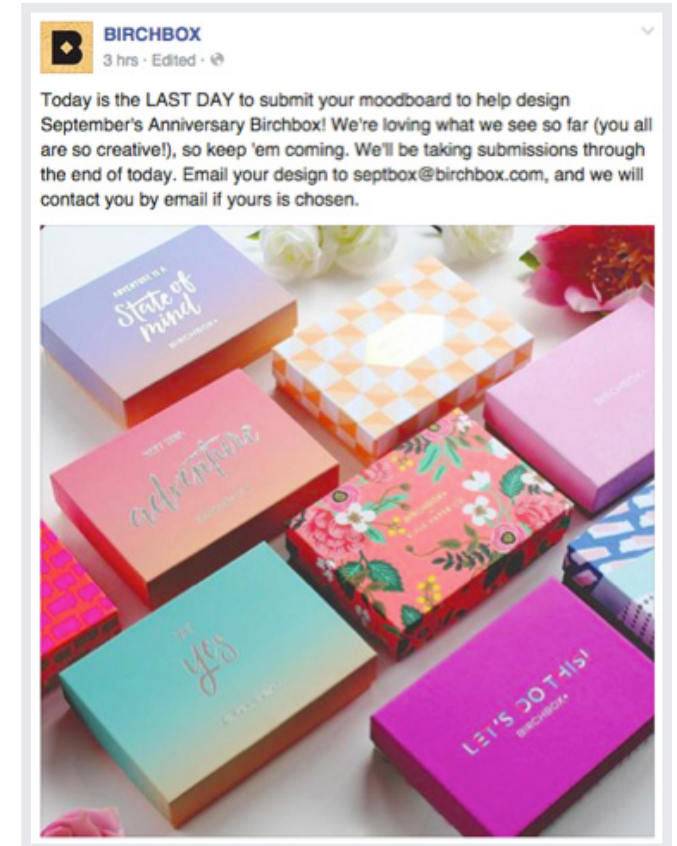
Birchbox

Birchbox surrounds their buyers and potential buyers with relevant, helpful information that's pertinent to activities that happen in daily life.

The cosmetics retailer seamlessly inserts its brand into their buyer's life with "go-to" beauty advice, and therefore products. Once it engages a buyer, Birchbox continues to tailor the experience, offering customized samples, a personalized newsletter, and a rewards program to consistently engage their repeat buyers and drive advocacy.



Birchbox Instagram



Birchbox Facebook

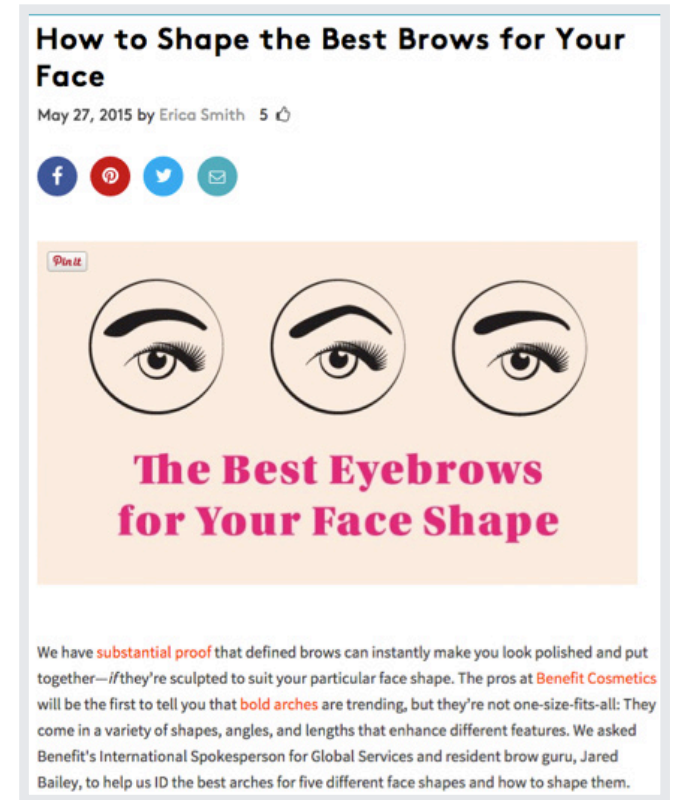
OMNICHANNEL MARKETING IN ACTION

Complementary content

While the different channels offer similar content, they're often complementary. For instance, the Birchbox blog might detail a topic on its website, which they then complement with a video on one channel, a product offer on another, and a monthly sample on a third.



Birchbox Blog



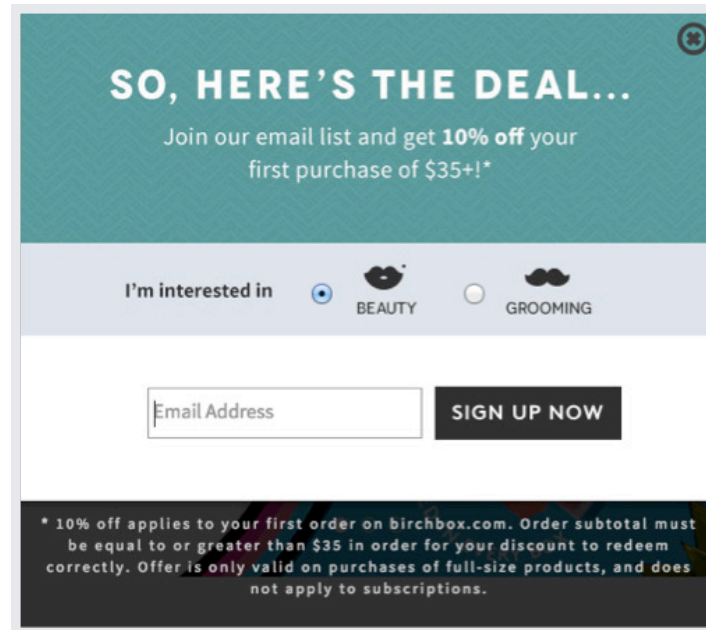
Birchbox Twitter

OMNICHANNEL MARKETING IN ACTION

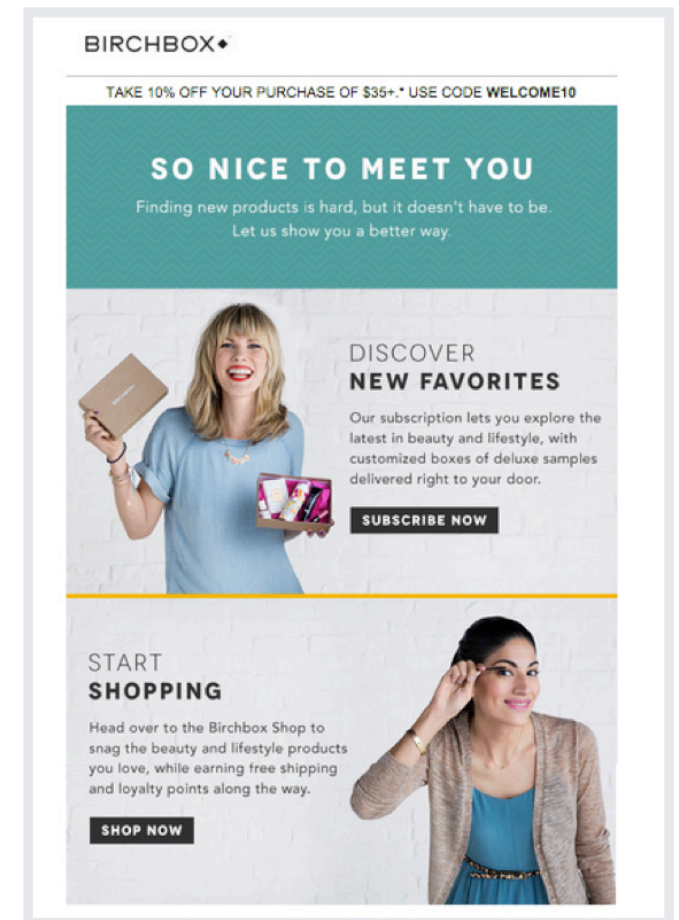
Engagement throughout the entire journey

Additionally, Birchbox makes a concerted effort to keep its buyers engaged past their initial conversion. Upon landing on the site, a buyer is asked for her email address, which is a best practice. From there, she is sent a welcome email, such as a blog digest.

Each educational email is paired with a CTA for a specific product or to subscribe to the monthly box. This contact continues with rewards for members, which range from points to exclusive products. Part of the omnichannel marketing efforts and strategy at Birchbox focuses on keeping buyers loyal and engaged.



Email subscription pop-up during a first-time visit



Follow-up email after email subscription box is completed

OMNICHANNEL MARKETING IN ACTION

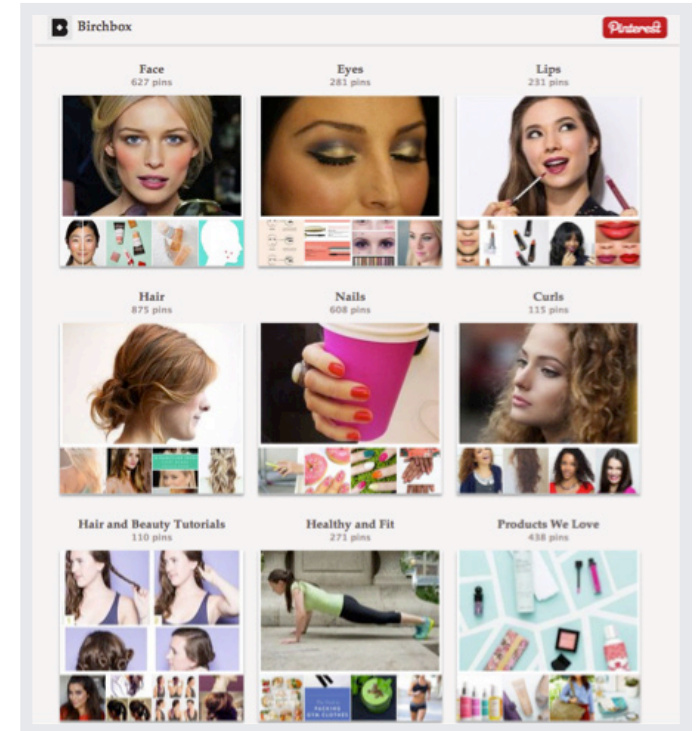
Birchbox continues to engage post acquisition, encouraging advocacy and loyalty through a rewards program and special offers. See some examples of this type of communication below:

Connecting channels

Note how Birchbox directs buyers to other channels where they cultivate content. For example, its Facebook page has tabs for Pinterest and YouTube, each of which offers additional ideas and tutorials. Doing this helps people engage with Birchbox on every channel.



A tab on Birchbox's Facebook page that directs fans to their YouTube content



A tab on Birchbox's Facebook page that directs fans to its Pinterest page

OMNICHANNEL MARKETING IN ACTION

Why this works

Coordinating messages across email and ads makes both channels perform better. It's beneficial for web and email as well as mobile and email. Coordinating your marketing activities across channels helps make each channel more successful because it's more supported, reinforced, and relatable. Omnichannel marketing helps brands do just that.

Truly coordinated omnichannel marketing requires most marketers to shift their thinking. It requires a shift in marketing tactics and a shift in budgets. One of the greatest opportunities for omnichannel ROI is in getting more out of your existing buyers—whether that's more purchases, more attention, or more advocacy.

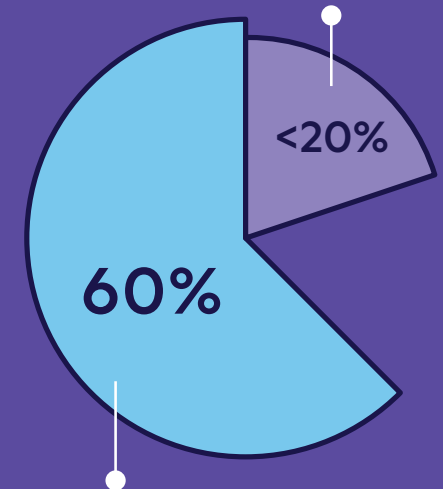
Most marketing organizations spend the wealth of their time, energy, and budget on acquiring new buyers, but not enough on engaging existing ones.

Marketing activities across channels can't stop at acquisition; they must go on to support the buyer in his journey across the entire lifecycle. According to the book *Marketing Metrics*, the probability of selling to a new prospective buyer is less than 20%, while the probability of selling to an existing buyer is greater than 60%. It's no wonder that, according to the 2019 Digital Trends Report produced by Adobe in association with Econsultancy, 64% of digital marketers believe if you put buyer experience and digital first, success will follow.

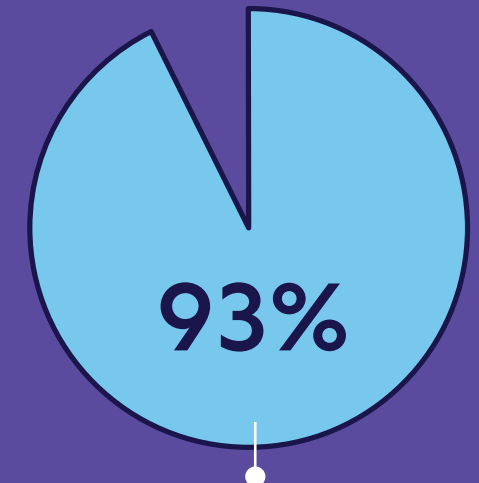
Strategic marketers looking to further drive buyer engagement will look at their omnichannel marketing activities and see how they can support each other.

The Value of Customer Engagement

Spending on activities focused on customer engagement



Probability of selling to an existing customer



Respondents that say they plan to increase or maintain spending

CONCLUSION: A BETTER FUTURE

Marketers drive the buyer journey

Marketers now need to provide a seamless experience, regardless of channel or device.

People can now engage with a company in a physical store, on an online website or mobile app, through a catalog, or social media. They can access products and services by calling a company on the phone, by using an app on their smartphone, or with a tablet, laptop, or desktop computer. Each touchpoint of the buyer's experience should be consistent and complementary. By understanding the importance of an omnichannel strategy and having the tools to create a solid foundation, your marketing team can build a buyer experience that complements their journey and ultimately elevates the value of your brand in their lives.





Marketo, an Adobe company, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage, as part of Adobe Experience Cloud, brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond. To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo's robust partner ecosystem, **visit www.marketo.com**.