

Omnichannel Marketing Strategy Guide



Thank you for downloading the Omnichannel Marketing Strategy Guide!

This eBook is packed full of informative articles, podcasts, on-demand webinars, case studies and more to help you formulate your omnichannel marketing strategy and crush your KPIs.

What is Omnichannel Marketing? →

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- ✓ How to Get Started with Direct Mail Marketing



What is Omnichannel Marketing?

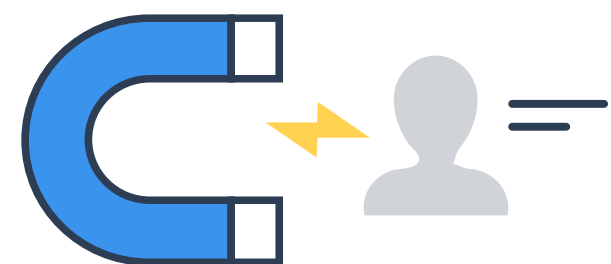
Omnichannel marketing is a comprehensive approach to marketing that involves leveraging multiple channels to provide a **seamless and consistent experience to customers across all touchpoints**. It involves utilizing a variety of channels, such as email, social media, connected tv, direct mail, and display to create a cohesive and integrated marketing strategy.

Why is Omnichannel Marketing Important?

Omnichannel marketing offers customers a **unified brand experience**, regardless of the channel they use to interact with a brand. By utilizing omnichannel marketing, you can **build stronger relationships with your customers, increasing engagement and ultimately more revenue**. It is a powerful strategy that requires a deep understanding of the customer journey and a commitment to delivering a seamless and personalized experience to each and every customer.



Omnichannel Marketing Statistics



Companies with **strong omnichannel strategies retain 89% of their customers** on average, compared to just 33% for companies with weak omnichannel strategies. (Invesp)



Businesses with omnichannel strategies achieve **91% greater year-over-year customer retention** rates compared to those that don't. (Aberdeen Group)



Companies that adopt omnichannel strategies achieve a **9.5% year-over-year increase in annual revenue**, compared to 3.4% for companies that don't. (Aberdeen Group)



Customers who engage with a brand **across multiple channels spend 4% more** on average than customers who only interact through a single channel. (Harvard Business Review)



The purchase rate of an omnichannel marketing campaign is higher than a single-channel marketing campaign by 287%. (Omnisend)



Brands with a strong omnichannel strategy achieve an **80% higher average transaction size** compared to those that don't. (Aspect Software)

Omnichannel Marketing Resources



Omnichannel Marketing in 2023

Engaging with consumers across channels with personalized experiences is essential for brands that want to stay competitive and meet their customers' expectations. Are you keeping up?

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Multichannel vs. Omnichannel Marketing

Multichannel and omnichannel marketing both involve using multiple channels to reach customers and promote products or services. However, there are a few key differences between the two.

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Why is Data Quality Important?

Successful campaigns start with clean, quality data. Learn how to overcome common data quality challenges for effective omnichannel marketing campaigns.

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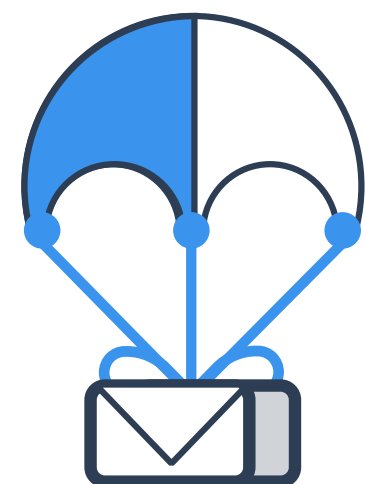


How to Leverage Omnichannel Marketing for Growth

By leveraging the power of omnichannel marketing, we help you connect with your target audience wherever they are.

By creating a consistent and unified brand experience across all channels, we can help you **build stronger relationships with your customers, increase brand awareness, and ultimately drive more sales and revenue.** And, with our expertise in data management and marketing automation, we can help you optimize your marketing campaigns to achieve the best possible results and maximize your return on investment.

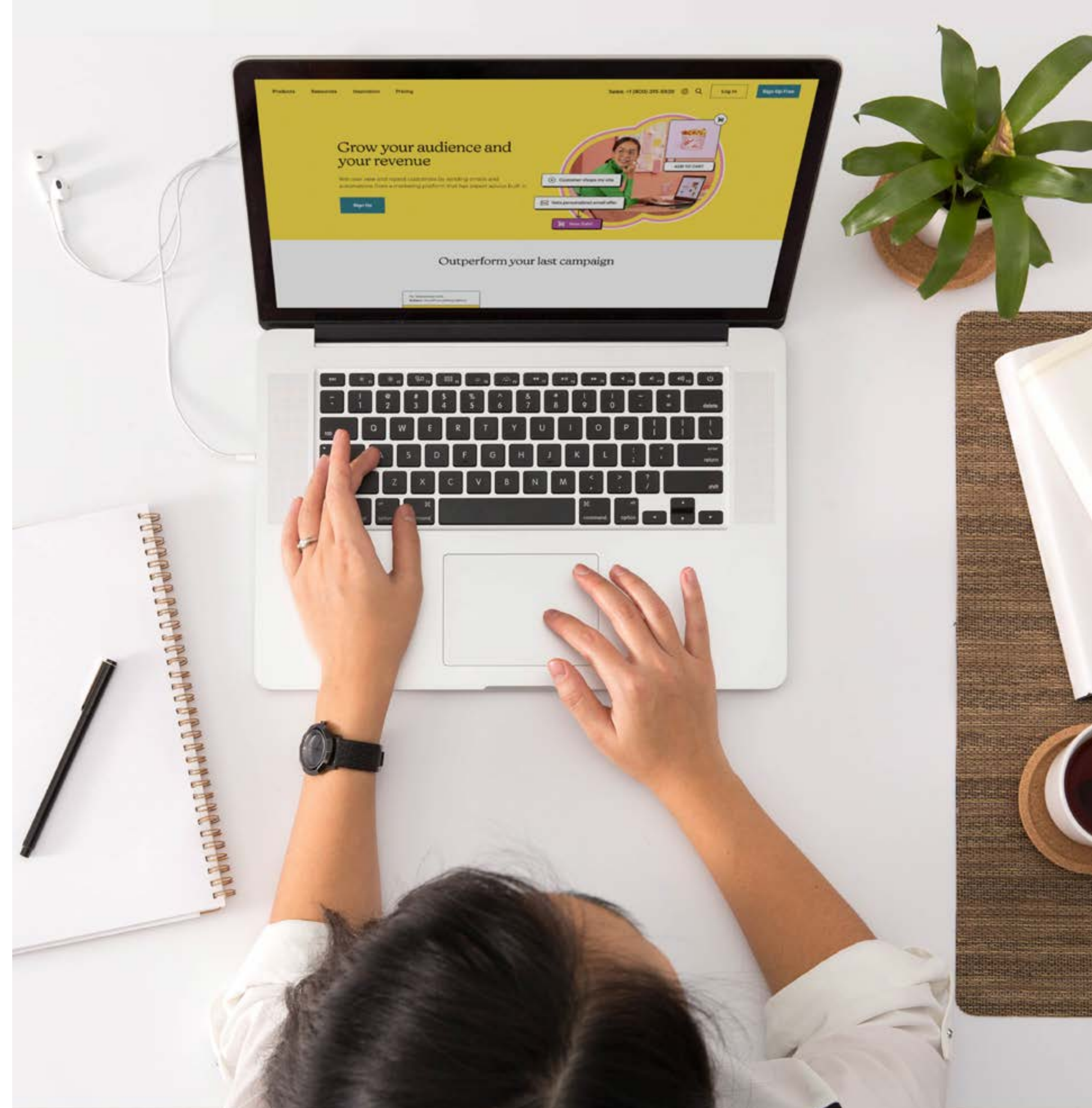
[GET STARTED WITH OMNICHANNEL MARKETING TODAY](#)



The Importance of Email Marketing

Email marketing remains an **essential component of a successful omnichannel marketing strategy**. This channel offers a cost-effective way to reach and engage with your audience, build brand awareness, and drive sales.

Email marketing can be personalized to target specific segments of your audience, with tailored messages and offers that resonate with their needs and interests.



Email Marketing Statistics



Email is still **one of the most widely used forms of communication**, with over 4.1 billion email users worldwide. (Statista)



Email marketing generates an **average ROI of \$42 for every dollar** spent. (HubSpot)



Customers who receive **promotional emails spend 138%** more than those who don't receive any email offers. (Invesp)



59% of respondents say **marketing emails influence their purchase decisions**. (Campaign Monitor)



Including email as part of an omnichannel marketing campaign can **increase customer retention rates by 90%**. (Omnisend)



72% of consumers say that email is their preferred communication channel for receiving promotional content from companies they're interested in. (Litmus)

Email Marketing Resources



How to Improve Email Deliverability

Email deliverability is key for successful email marketing. Learn how to improve email deliverability in five steps.

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Kickstart Your Email Marketing in 2023

Learn how to enhance your email marketing programs in 2023. Key topics include getting to know customers and prospects, implementing best practices for email communications, and analyzing and improving performance through an omnichannel program.

ON-DEMAND WEBINAR

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Email Append for National Retailer

Learn how we were able to provide a 22.3% lift in email for a national apparel brand.

CASE STUDY

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How to Get Started with Email Marketing

Boost your cross-channel engagement with our deployment solutions and one of the largest repositories of email addresses in the industry. **Our database is a high-quality, permission-based national file with over 450 million email addresses.**

Email addresses go through strict data hygiene and validation processes to identify records known to be associated with spam traps, invalid emails and domains, known complainers and fraudulent addresses.

- ✓ Email deployment – our agency team designs creatives to match your brand, deploys through our infrastructure, and continually optimizes with measurable results
- ✓ Get your data in order with our email cleansing and appending services to correct bad email addresses and append missing emails
- ✓ Hundreds of demographic and lifestyle insights to enhance your database
- ✓ Create custom segments based on purchase behavior, email interaction, demographic and lifestyle attributes

See for yourself how our email marketing solutions can help you boost customer acquisition.

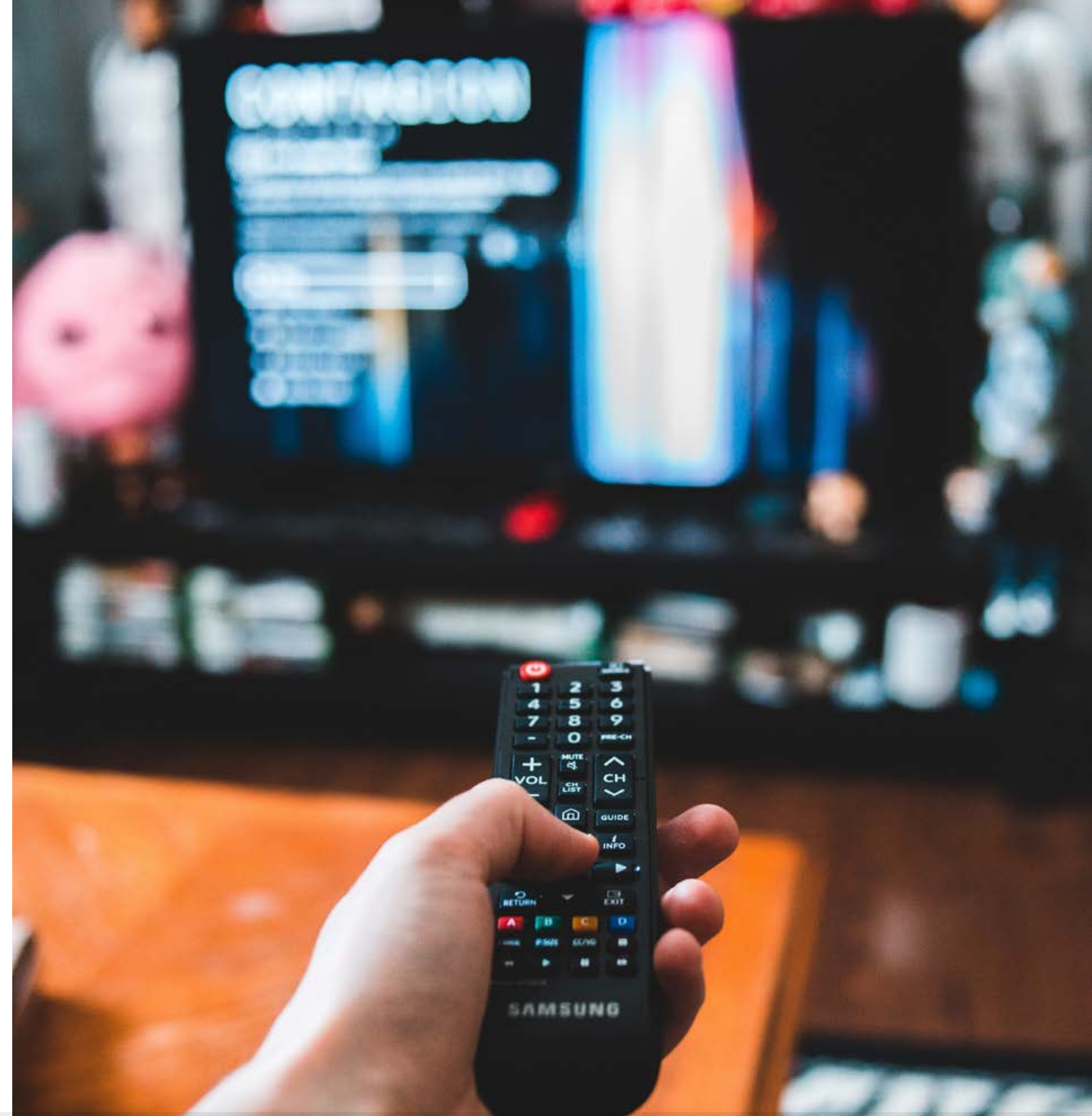
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The Rise of Connected TV (CTV)

Connected TV (CTV) has rapidly evolved in recent years, from its early days as a niche technology to its current status as a mainstream entertainment platform. **CTV refers to the integration of streaming services and apps on television screens, allowing viewers to access content via the internet rather than traditional broadcast or cable TV.** The rise of CTV has been driven by several factors, including the increasing availability of high-speed internet, the growing popularity of streaming services like Netflix and Hulu, and the decreasing cost of smart TVs and streaming devices.

CTV has also given rise to new advertising opportunities, as brands can now target audiences with personalized and interactive ads on a large screen. As CTV continues to grow in popularity, it presents an exciting opportunity for brands to engage with consumers in new and innovative ways, while also allowing for more precise measurement and targeting of ad campaigns.



CTV Advertising Statistics



CTV advertising spend is expected to rise **from \$17.44 billion in 2022 to \$27.47 billion** by 2025. (+57.51% Increase) (Statista)



CTV ads have a completion rate of 95%, compared to 70% for mobile video ads and 80% for desktop video ads. (Innovid)



55% of respondents said they primarily **use CTV devices** to watch content from streaming services like Netflix and Hulu. (Statista)



According to SpotX, **CTV ads have a click-through rate (CTR) 10 times higher than traditional TV ads** and allow for more precise targeting based on viewer demographics and behaviors. (SpotX)



65% of Gen Z and millennial respondents said they **watch content on CTV devices**, compared to 47% of Gen X and 28% of baby boomer respondents. (AdColony)



81% of TV advertisers cite “targeting and efficiency” as the primary reason for shifting ad spend to CTV/OTT and moving away from linear / cable TV advertising. (Statista)

CTV Advertising Resources



5 Benefits of CTV Advertising

CTV reaches wide audiences and allows for precise targeting. Learn more about the benefits of using CTV as part of your omnichannel marketing program.

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The Evolution of CTV in the New Media Landscape

The TV ad model is experiencing significant disruption, resulting in a fragmentation of CTV/OTT ad models and platforms. This fragmentation requires marketers to select trusted partners that can provide them with the necessary reach and scale. However, there are numerous players entering the market to take advantage of the popularity, affordability, and targeting capabilities of CTV.

PODCAST

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Connected TV for Home Services Provider

See how our full funnel CTV campaigns and omnichannel programmatic ad campaigns helped a home services provider gain a 984% increase in visits to their leads and appointments pages.

CASE STUDY

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How to Set Up Your CTV Campaigns for Success

CTV is an important part of an omnichannel marketing campaign because it offers a highly targeted and engaging platform for reaching audiences who are increasingly cutting the cord on traditional TV and consuming content through streaming services on their CTV devices.

With access to our deep consumer insights, **we can help provide you with the tools and insights needed to create engaging and effective CTV ad campaigns.** Start taking advantage of this growing channel and reach your target audience in a personalized and impactful way.

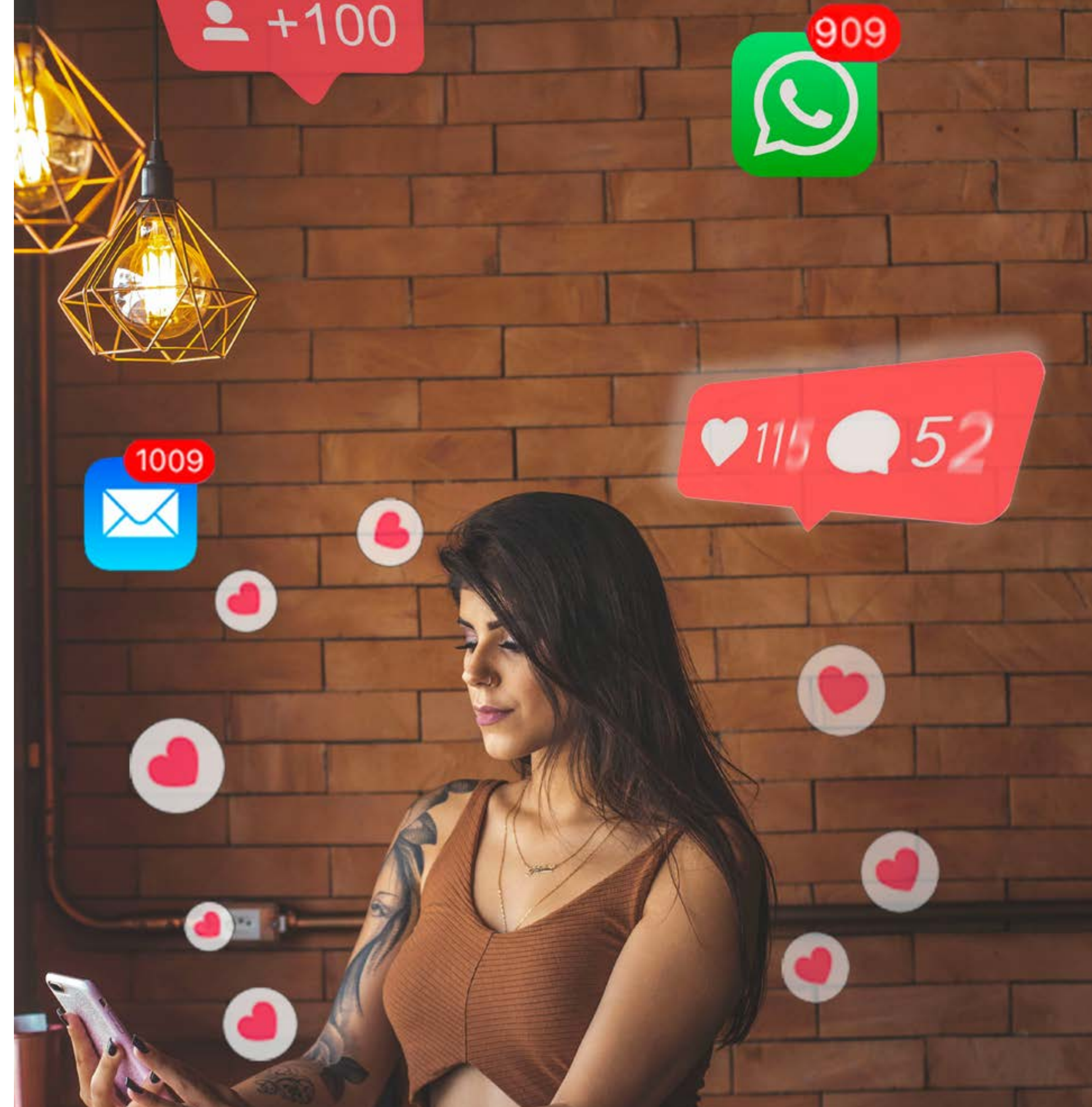
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The Evolution of Social Media Marketing

Social media marketing has evolved significantly over the years. What began as a way for individuals to connect with friends and family has become a **critical tool for businesses to reach and engage with their target audience**. As social media platforms have grown and developed, so have the capabilities for marketers to leverage these platforms for advertising and promotion.

Today, social media marketing encompasses a wide range of tactics, from influencer marketing and user-generated content to paid social advertising and social commerce. Marketers are also increasingly using social media to build brand awareness and loyalty, as well as to gather insights and feedback from their audience. **The rise of social media has created new opportunities for businesses to reach their target audience in a more authentic and personalized way.**



Social Media Marketing Statistics



In 2022, **social media ad spend stood at approximately 230 billion U.S. dollars**, with spending expected to surpass the 300-billion-dollar mark by 2024. (Statista)



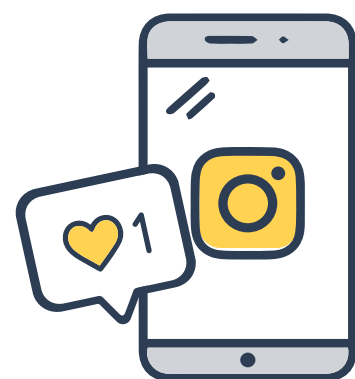
54% of social media users use these platforms to **research products before making a purchase**. (GlobalWebIndex)



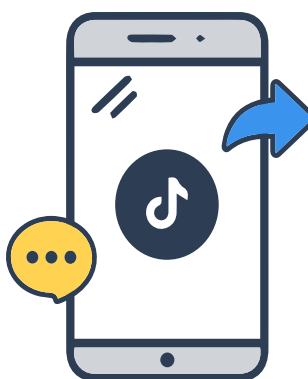
65% of new movers are likely to **make a purchase through an ad they saw on social media**. (2022 New Mover Trends Report)



35% of social media users say that **Facebook** is the platform that most **influences their purchasing decisions**. (Hootsuite)



81% of Instagram users use the platform to **research products** and services. (Facebook)



Around 54% of TikTok users have **purchased a product after seeing it promoted** on the platform. (Morning Consult)

Social Media Marketing Resources



7 Do's and Don'ts of Social Media Advertising

Learn about the dos and don'ts of social media advertising to create effective campaigns that reach your audience, drive engagement, and achieve your advertising goals.

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Five Steps to Revive Your Social Media Strategy

Social media is constantly evolving. In this on-demand webinar, we'll walk you through the five essential elements to structure a program that boosts your brand and breathes life into your social media strategy.

ON-DEMAND WEBINAR

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High-End Furniture Retailer

Learn how we helped a luxury furniture retailer gain a 3,256% average ROAS.

CASE STUDY

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Investing in Social Media Marketing

A successful social media marketing strategy starts with your audience. This is where we excel. We can tell you who they are and what they are shopping for. **We'll help you set campaign goals and define your ideal audience using hundreds of attributes including age, gender, marital status, income, homeownership, interests, buying habits and much more.**

We'll target your audience across social platforms to help you reach more potential customers and engage your target audience.



Easily track and measure the success of your social media advertising campaigns with our sales dashboard. Choose from a suite of customizable attribution solutions that align with your goals and offer the greatest insights into a campaign's ROI.

- ✓ ROI Tracking
- ✓ Customized to Your KPIs

See for yourself how our social media marketing programs help you acquire new customers.

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The Power of Direct Mail Marketing

Despite the rise of digital marketing, direct mail remains a relevant and effective way to reach customers.

One advantage of direct mail is its ability to be highly targeted, allowing businesses to **send their message directly to the people most likely to be interested in their products or services**. Additionally, direct mail allows for creative and personalized messaging, as well as the ability to track responses and measure the effectiveness of a campaign. This makes direct mail can be **a valuable component of an omnichannel marketing strategy**, complementing other digital and offline tactics to reach customers in a variety of ways.



Direct Mail Marketing Statistics



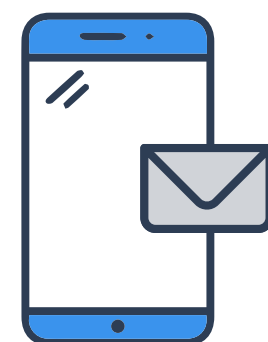
70% of people said they felt more valued as a customer when they received a piece of direct mail. (USPS)



42% of people who received direct mail pieces read or scanned them, and 54% saved them to review later. (USPS)



57% of people feel more valued as a customer when they receive **personalized mail**. (ANA)



Combining direct mail with digital marketing can increase response rates by up to 118%. (DMA)



84% of millennials take the time to look through their mail and 64% would rather scan for useful information in the mail than email. (USPS)



60% of direct mail recipients were influenced to visit a website advertised in the mail piece, while 44% visited a physical store. (ANA)

Direct Mail Marketing Resources



10 Tips for Successful Direct Mail Marketing Campaigns

Direct mail is a valuable channel for your omnichannel marketing program. Learn how to leverage this channel to its fullest potential.

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Direct Mail: Old School is New School

According to recent research, direct mail has the highest ROI of any direct response medium and consumers ascribe high purchase influence to mail, making it a vital part of your omnichannel marketing strategy. Learn more about the power of direct mail in the age of digital.

ON-DEMAND WEBINAR

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How to Get Started with Direct Mail Marketing

Working in partnership with Welcome Wagon, **we can provide direct mail marketing solutions that can help you reach your target audience effectively.** By leveraging data analytics and targeted mailing lists, we can create customized direct mail campaigns that are tailored to the unique needs of each client. direct mail marketing, businesses can reach potential customers in a tangible and memorable way, which can lead to increased brand awareness and conversions. By incorporating direct mail into a comprehensive omnichannel marketing strategy, **businesses can expand their reach and engage with customers through multiple touchpoints.**

Contact us to learn more about how we can help your business with direct mail marketing solutions.

[CONTACT US FOR MORE INFO](#)



Have Questions?

Connect with us to discuss how our omnichannel marketing solutions can help you drive customer engagement.

LET'S TALK

