

Content Marketing
 UNLOCKED

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Omni Channel Marketing Guide

How To **Grow Your Traffic With**
Content Marketing

Omnichannel

What is omnichannel?

Omnichannel, or omnichannel, is a convergence strategy that integrates all the company's communication channels to improve the consumer experience. Thus, customers can buy online, in physical stores and over the phone, or even go through all of these channels with guaranteed consistency and quality of service.

Basically, the strategy is successful when the customer does not feel the difference between contacting the company over the internet or at the point of sale and is free to circulate through the channels to decide their purchase.

Omnichannel statistics

Google has been visited 62.19 billion times this year and has had 92.18 percent of the search market share. On top 46 percent of product searches begin on Google. This means people are searching a ton and the more content you have out there on different channels, the higher the chance your product and brand will appear on the first page.

See this Graph of traffic gains for example



You'll notice that there are plenty of different ways to gain more traffic ranging from updating content to videos and infographics. It might not seem much to do just do videos, but what happens if you do all of them? Then you'll truly see a fantastic increase in traffic and thus indirectly more sales.

Paid ads will keep increasing in price. But here's the thing. The other channels are cheap and very effective. Which means you save more money and make more money, which you can in turn spend on the increased price of paid ads.

The omnichannel client

We are in the middle of the omnichannel consumer age, which has evolved a lot in terms of expectations and buying habits.

This customer uses all available purchase channels and wants a consistent experience in each one, whether on the smartphone, computer, physical store or telesales.

For him, the least the company can do is integrate its service and know exactly who he is, regardless of the channel chosen.

It makes sense: if you buy a product online and provide your data, you expect the company to have that record.

Benefits of omnichannel

Omnichannel businesses only benefit from the integration of their sales channels, as well as the customer, who enjoys a superior experience.

For the company, it is an opportunity to work its channels synergistically, consolidating its value proposition across the brand universe .

With integrated channels, the organization better understands the customer's behavior and prepares a tailor-made journey, guaranteeing the same quality standard at all points of contact.

The result is customers who are fully satisfied with the shopping experience, from the first contact to the post-sale.

How to create an omnichannel strategy

Let's go through the steps of creating an omnichannel strategy

Get to know your client in depth

The first step in implementing the concept in your company is to get to know your client in depth and discover their pains, needs and desires.

In that case, you need to know exactly where your customer is to go to him, making the shopping experience as easy as possible.

Do your personas want to buy online and pick up at the physical store?

Prefer to be answered by chat or phone?

These are examples of questions that should guide your study.

Identify and rate your channels

The next step is to identify which sales and communication channels you are currently using.

Remember to include all points of contact with the customer, from the store's sales team to the site's chatbot .

After mapping the channels, evaluate the results of each channel and their relevance to the omnichannel strategy.

A tip: choose the channels in which you are best able to guarantee the quality of the service, instead of opting for a "trendy" channel and end up frustrating your customer.

Identify and rate your channels

With customer and channel data in hand, just cross the information and trace your omnichannel planning.

To do this, you need to meet customer demands throughout the purchase journey, with fully integrated channels that personalize the experience according to your steps.

Integrate your data and functions

To make your channels talk to each other, you will need to integrate all the company's data and functions.

Obviously, you will need technological solutions to concentrate all customer data on the same platform and share information in real time with all areas of the company.

For the omnichannel to work, the logistical, commercial, marketing processes and the entire production chain must be integrated.

Omnichannel examples

Disney

Disney is a great example of an omni-channel experience. Every detail is taken care of. It starts with the initial experience on the mobile responsive site and continues with its trip planning on mobile.

And once you have booked the trip you can use the My Disney Experience tool to help plan your trip. You can use an app on your mobile to find attractions within the park and even the estimated waiting time for each attraction. That's what we call a superb omni-channel experience.

Chipotle

Having an account for chipotle allows you to save all of your favorite orders for a seamless experience. Chipotle is a great example with the easy to navigate tools that you can use to order anytime you want. Ordering on mobile is just as simple as on PC.

Walgreens

What Walgreens has done is create a pharmaceutical omni-channel experience. Users can use the app to refill and check prescriptions without the need to call the pharmacy. On top of that they can also setup reminders that alert the user if a prescription has to be renewed.

More omnichannel ideas

Syndicated content

Content Syndication is another form you can use for your omni-channel. It means republishing the same content on different websites. It gives others fresh content for their readers and you get your brand in front of a new audience. It's beneficial for both parties involved. It might seem similar to guest blogging, but with syndicated content it is not new content, it's the same.

Viral Videos

Viral videos is also a great tool to use and deliver a similar experience to your other channels. Making a video relatable, humorous or informative are good starting points. Understanding what value you need to bring to your audience is key.

PPC ad copy

PPC ad copy is a sales letter that covers the possible objections that a customer could have. On top of that it also covers the benefits the user/customer will have when buying the product/service. Making this a great experience and similar to your other channels is important.

Guest blogging

Posting content on other sites as a guest contributor/blogger is a great way to promote your content and yet another marketing channel to use. Linking back from their site to yours will increase traffic and create potential leads.

Interviews

Interviews is another great channel, make sure it matches the quality of your other channel and stick with the great omni-channel experience that you want to deliver on. Who you are interviewed by can sometimes make quite a big difference.

Blog posts

Blog posts is a great way to promote your product or service. You can link back to other articles and create site links. You can also mix in video's or other type of medias.

Social Media & Reposting content

If you made a video or a blogpost then we suggest uploading it everywhere. Upload it on Facebook, Twitter, LinkedIn, YouTube. This way people will search your name way more on Google. Brand awareness will increase and your customers can expect the same experience on all platforms no matter where they go, whether it be Instagram, Facebook or another platform, the same quality content will be there. There is nothing to lose posting your content on all media platforms, you'll only gain.

Extra Omnichannel Information

Google has put together a helpful page for omnichannel marketing, to view this information click on the link below:

<https://www.thinkwithgoogle.com/marketing-resources/omnichannel/>

Below we have put the Omnichannel Rubric figure. Doing all of this will result in more sales.

