

Growth Hacking
UNLOCKED

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Omnichannel Marketing Guide

How To **Growth Hack Your Business**

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.

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.