



# Omnichannel Marketing Guide: How to Get Started

## Achieving Personalization at Scale

- ❑ Design a personalization strategy with omnichannel outreach and prioritized desired program capabilities
- ❑ Identify solutions, programs, or platform/s that meet omnichannel needs and define required IT architecture to implement and maintain them
- ❑ Build a business case
- ❑ Establish omnichannel personalization program structure with C-level support
- ❑ Prepare your data platform to provide a single omnichannel view of your business and customers
- ❑ Define a roadmap and prioritize projects based on value and implementation complexity
- ❑ Implement quick wins to deliver value immediately
- ❑ Redesign business processes, reorganize company team structure, and identify further resource requirements
- ❑ Measure and monitor results and omnichannel KPIs

# Omnichannel Marketing Guide: Ideas

## Digital strategies:

### **On your website:**

- Dynamic hero banners
- Tailored promotional offers that pop up or slide out based on behaviors
- Content blocks that display differently based on the unique customer
- Inventory pages that sort products or offers based on customers' preferences across categories such as styles, locations, or service types
- Gamified quizzes to get explicit customer input on brand preferences, pain points, product improvements, etc
- Match email promotions to their corresponding online landing pages with customer specific content

### **Communication:**

- Relevant emails where more than 75% of the content is personalized to the customer
- Behavior-triggered push/SMS notifications—for example, in-store offers, alerts in travel, notifications based on financial action

## Onsite strategies:

### **At checkout:**

- Tailored point-of-sale coupons generated on receipts
- Rewards programs that are integrated across all digital and onsite touchpoints and personalized to each customer

### **Customer Service:**

- Store associates or call operators can access customers' preferences, wish lists, or historical browse and purchase behaviors to provide personalized customer service
- Concierge or personal shopping services

