

OMNICHANNEL STRATEGY

For Creating a Seamless Customer Experience

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Agenda for Omnichannel Marketing



Unite both online and offline marketing channels to provide an integrated and seamless user experience



Analyze the various strategies that can be used for implementing Omnichannel Marketing



Integrating physical, digital and mobile sales channels to support and provide better purchasing experience



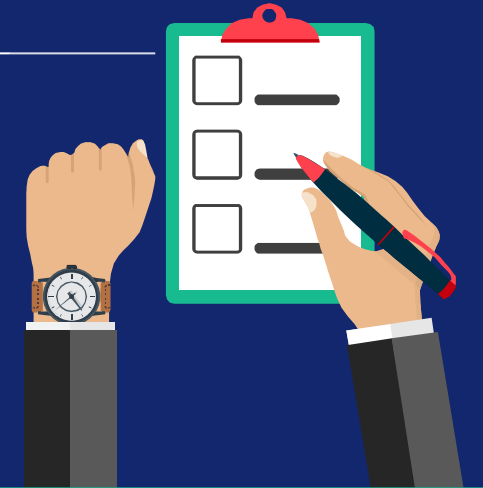
Optimize Sales Processes



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Agenda

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XYZ Marketing Company Business Overview, Omnichannel Marketing Need, Issues and Statistics

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Issues in implementing Omnichannel Marketing Strategy

This slide shows some issues that the business faces in order to implement the Omnichannel Marketing Strategy. The issues are related to inventory management, lack of technical skills and resources, not enough warehouse locations etc.

02

- › **Lack of Resources and Technical Skills** is also a challenge in implementation of Omnichannel Marketing Strategy. Customer Data Management Systems are expensive, have technical limitations and require in-house training of marketers. Changing existing Technological Infrastructure also requires additional costs
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ISSUE



01

- › **Managing Inventory** is the major challenge faced by the business. All sales channel, whether online or offline must have enough stock to make most of the inventory visibility across all the channels
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- › **Warehouse Locations** should be optimal for your retail network, store locations, distribution and shipping channels. Any delay in making the stock accessible to the customers, will result in building a negative company image and will negatively effect the inventory turnover ratio.
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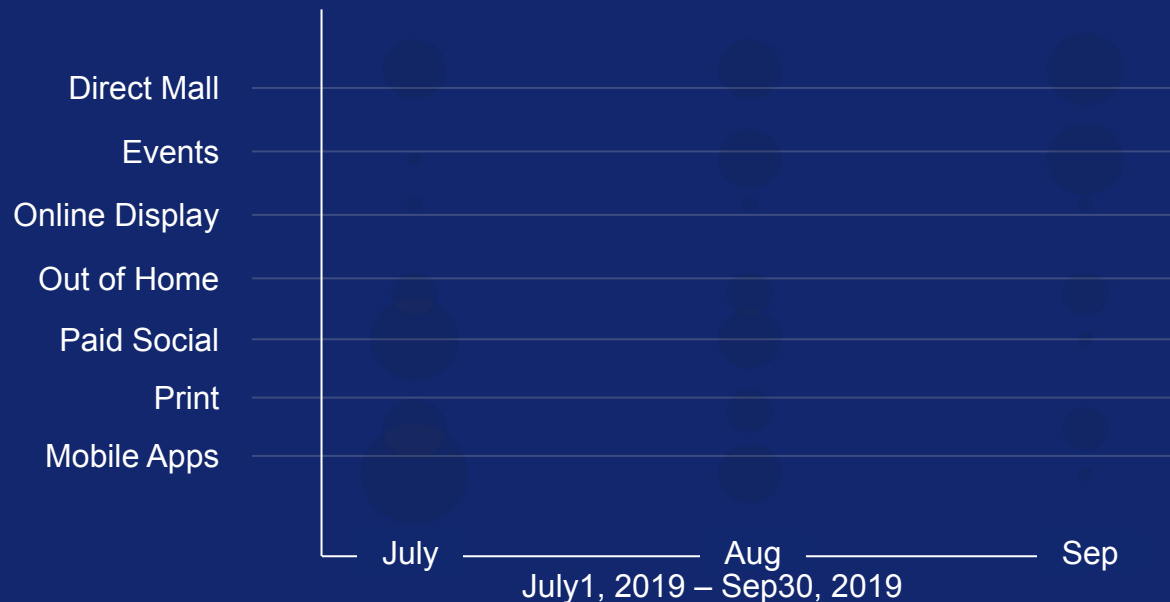
Omnichannel Marketing Dashboard with Revenue and Total Spend

This slide shows an Omnichannel Marketing Dashboard with marketing spend by channel, total spend, revenue, total impressions, cost per impression, weekly social media engagement by channel etc.



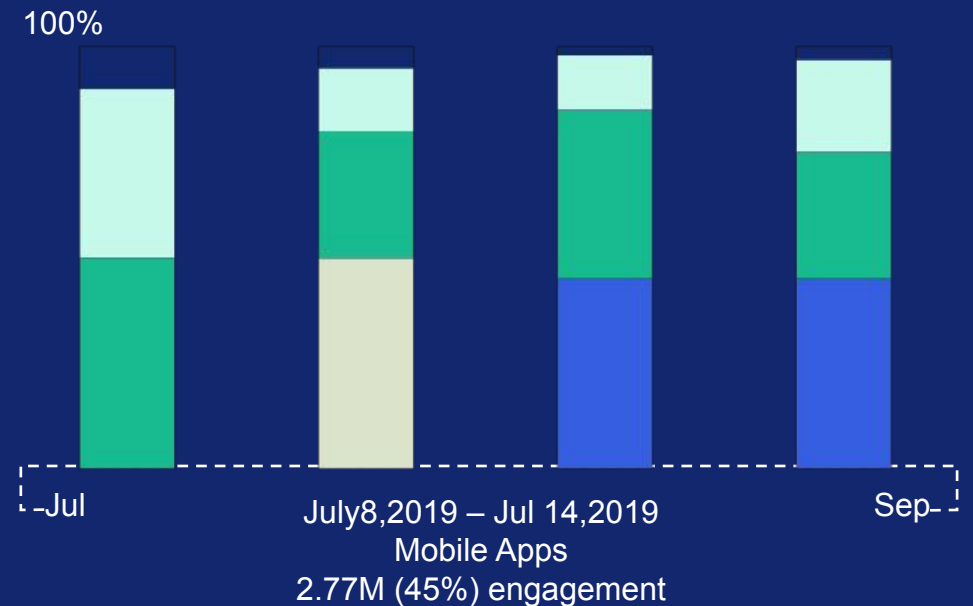
MARKETING SPEND BY CHANNEL

What have we spent by channel over the past quarter?



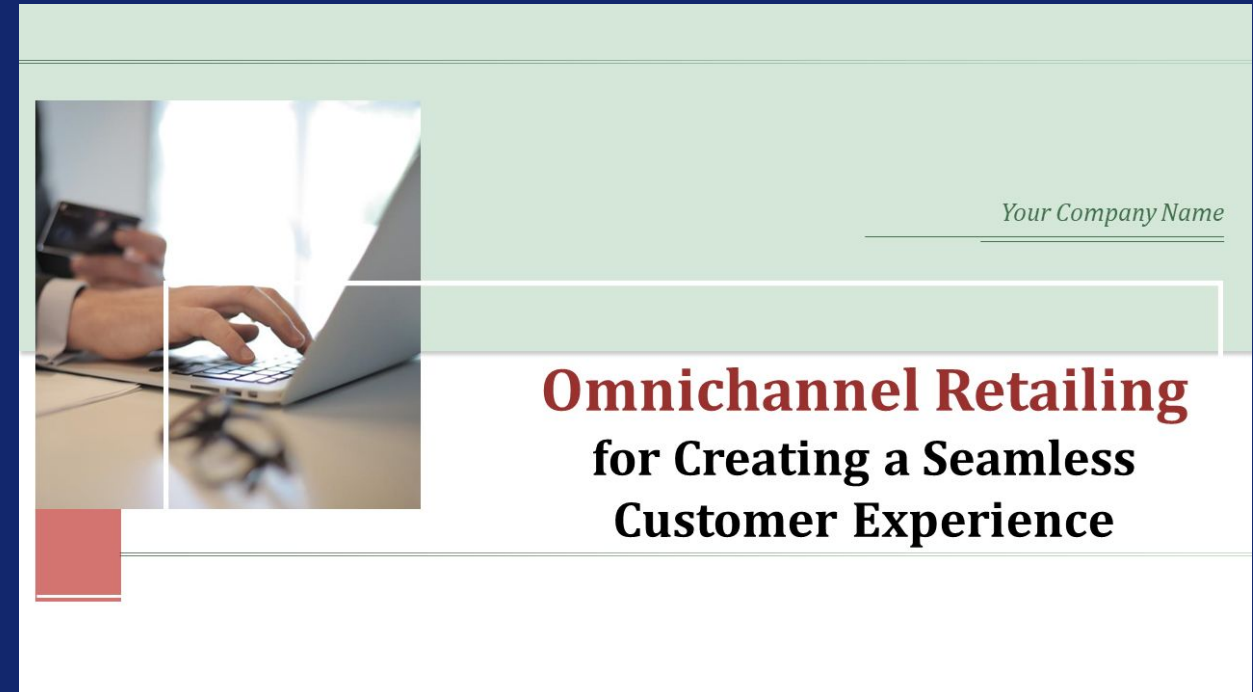
WEEKLY ENGAGEMENT BY CHANNEL

Which Channel Is generating the most engagement?

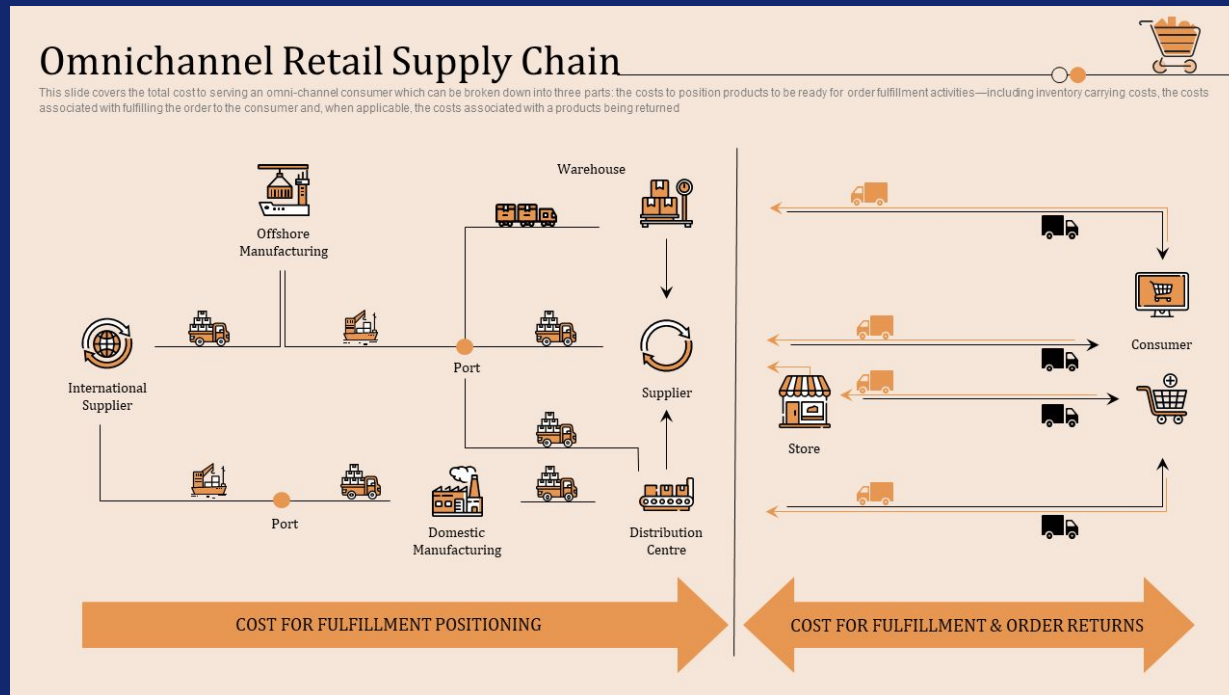


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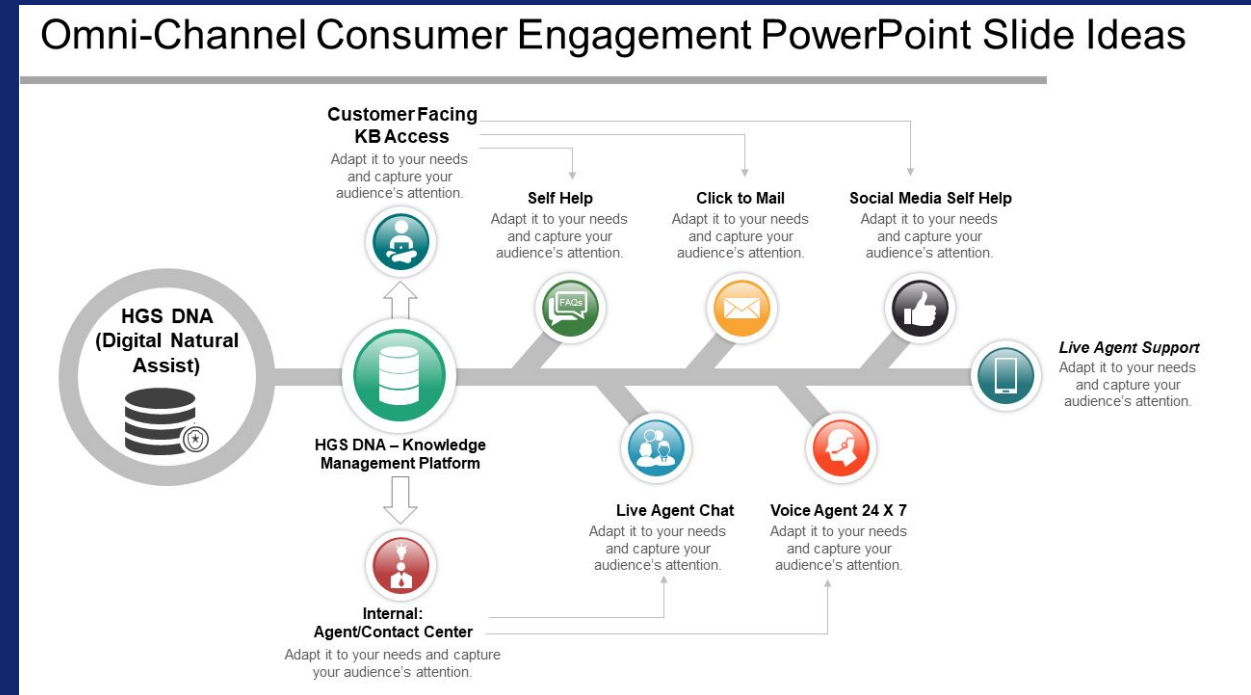
→ **Omnichannel retailing** refers to how organisations try to contain and exploit these numerous channels in order to improve consumer relationships, develop more effective outreach, and raise share of wallet.



- **An omnichannel retail strategy** provides a unified and consistent shopping experience across several channels and devices.
- Making this approach a reality necessitates that your supply chain provide a smooth, good experience for customers regardless of where and how they contact with your company.

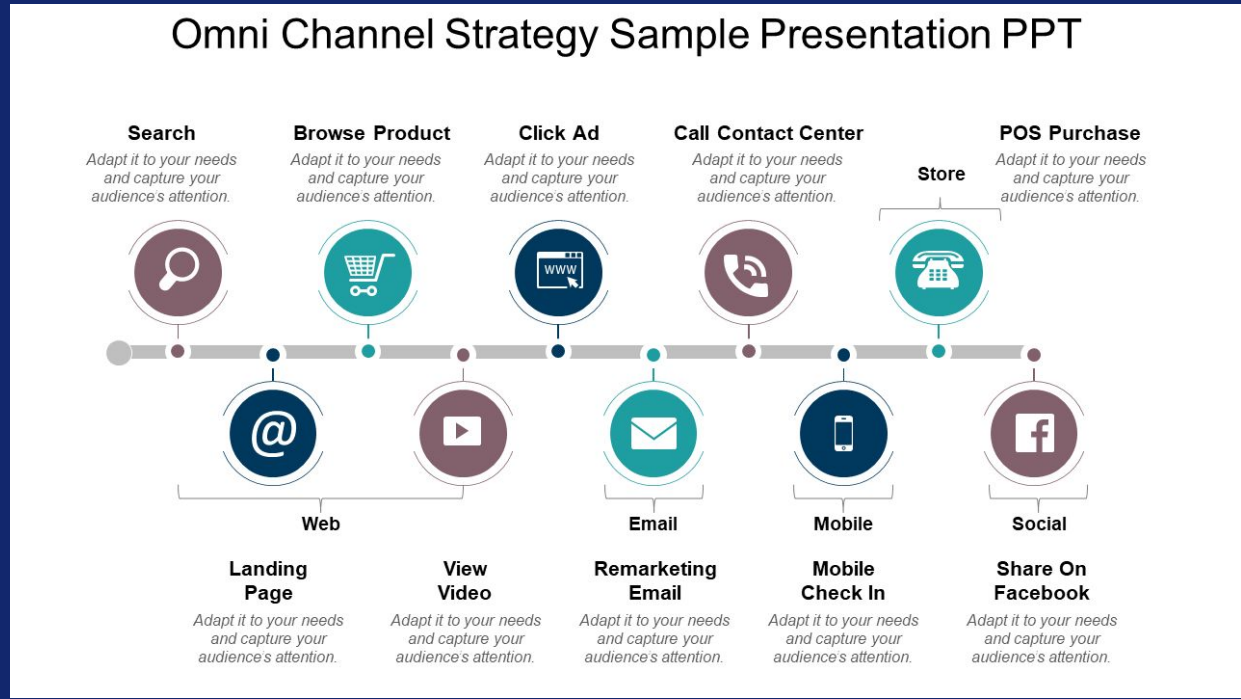


- **An omnichannel customer experience** is composed of discrete customer touchpoints distributed over a number of channels that seamlessly interact.
- Further, allowing customers to pick up where they left off on one channel and continue the experience on another.



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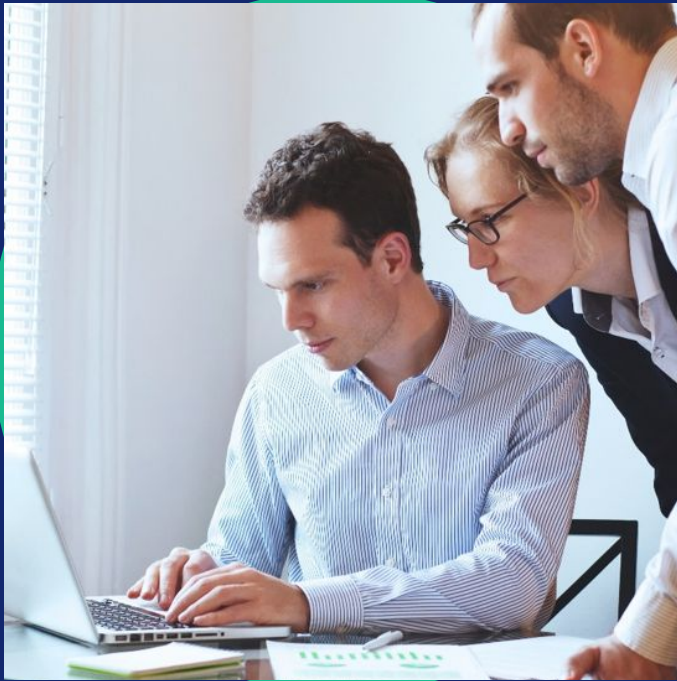
- **An omnichannel strategy** is a sales and marketing approach that aims to provide a uniform and seamless consumer experience across all touchpoints.
- This might encompass physical stores, websites, email, social media, and mobile—anywhere a brand is present.



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FAQs

How do you create an omnichannel strategy?

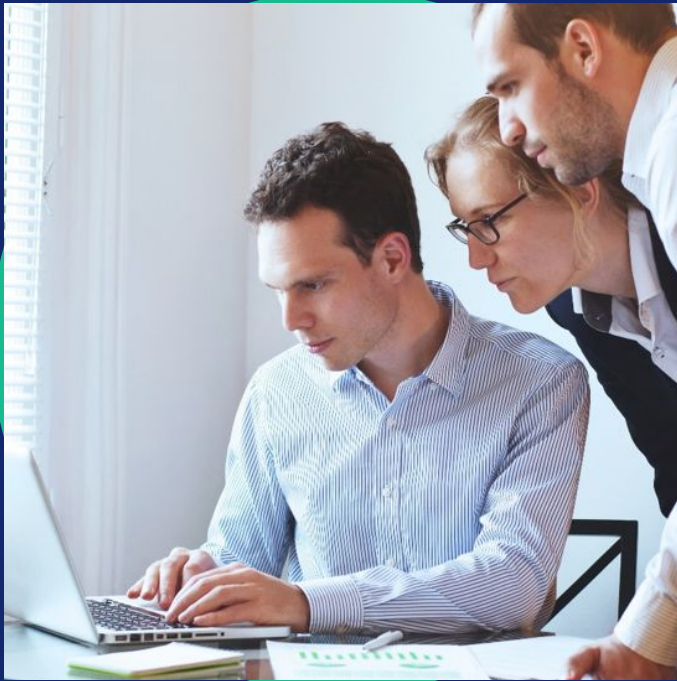


- Investigate Platforms where the Audience Is Present.
- Create a Buyer Persona.
- Perform Audience Segmentation.
- Create a Customer Journey Map.
- Assign Priorities to Channels and Devices.
- Carry out Seamless Channel Integration.
- Improve Customer Support.
- Track your Performance.

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FAQs

Why should you utilise an omnichannel strategy?



- Retailers can increase availability, improve sales and traffic, and combine digital touchpoints with omnichannel.
- An omnichannel retail strategy enhances the consumer experience and expands the number of channels for customer purchases, whether on mobile, the web, or in-store.

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