



Data Collection Process for Omnichannel Marketing

Your Company Name

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Overview and benefits of omnichannel marketing strategy

This slide showcases integration of different channels to attract customers. This template focuses on making certain brand available everywhere through website, email, social media, etc. It includes information related to interacting with clients, word-of-mouth, etc.



Overview

Customer-centric approach where all channels integrate so that customers have unified & constant experience at stores

Allows teams to interact with customers across various channels



Example

- Organisations using omnichannel marketing as strategy are
 - Singapore Airlines
 - Sephora
 - Bank Of America
 - Disney



Benefits

Improves overall customer experience and increases customer retention by **42%**

Attracts more customers through

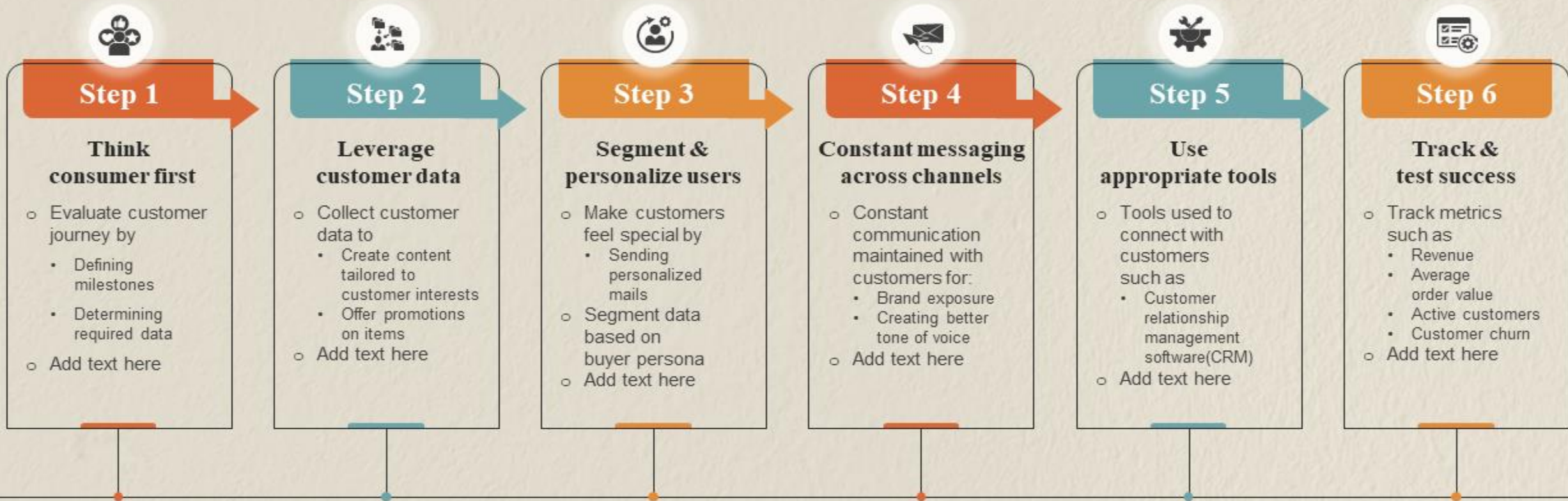
- Content personalisation
- Word –of-mouth marketing

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Process for developing successful omnichannel marketing strategy

This slide showcases steps for creating omnichannel strategy. This template focuses on driving better relationships across all possible channels and touchpoints. It includes information related to leveraging customer data, using tools, tracking progress, etc.



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Omnichannel marketing trends followed by businesses

This slide showcases various trends followed by organisations. This template focuses on providing seamless to provide better sales and customer services. It includes information related to social selling, offline customer data, physical retail stores, etc.



More digitally native brands entering market



Social selling through video content



Consumer journey to become more omnichannel



Offline customer data

- **32%** of brands plan on establishing in-person experiences
- **31%** have planned to expand physical retail outlets
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- **50%** of individuals say that videos help them figure out which product to buy
- **55%** of consumers watch videos while shopping in-store
- Add text here

- **59%** of consumers likely to purchase online and buy in-store
- **54%** individuals likely to look at product in-store and purchase it online
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- **73%** of customers use multiple channels in buying journey
- **59%** of customers use Google to make product research
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Omnichannel marketing challenges and its solutions

This slide showcases various problems faced by organisations using multiple channels. This template focuses on minimizing such errors and improving overall performance. It includes information related to content strategy, measuring KPIs, etc.



Ineffective content strategy

01

- Content strategy remains inefficient due to
 - Low budget
 - No plan in place
 - Bad content published
- Add text here

Ineffective marketing strategy

02

- Marketers fail in putting together effective strategy due to
 - Failure to meet explicit needs of target market
 - Lack of customer research
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Improper utilization of user data

03

- 60% of user data is outdated after within 2 years
- Lack of communication between teams managing user data
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Not measuring right KPIs

04

- Marketers fail to measure KPIs at each stage of buyer's journey such as
 - Awareness
 - Retention
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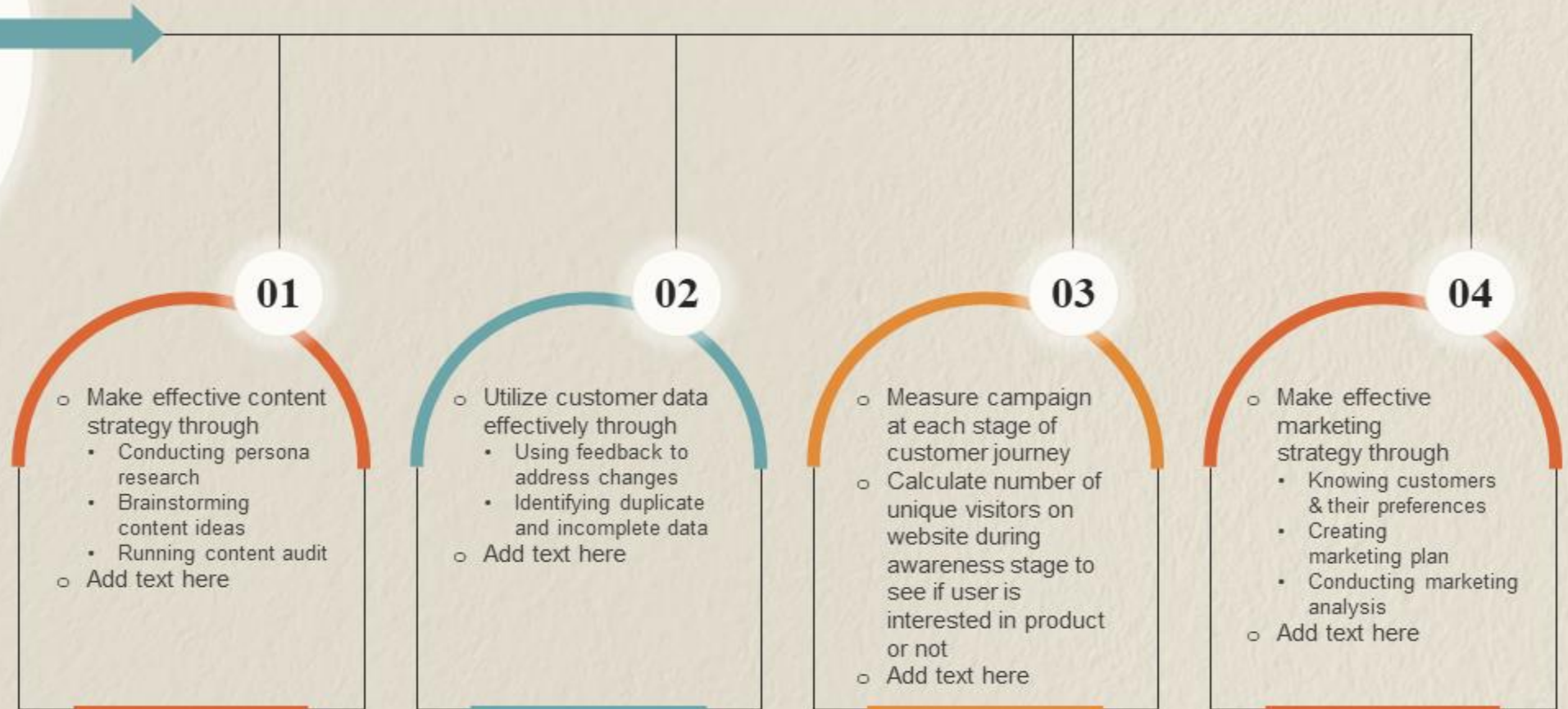
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Omnichannel marketing challenges and its solutions

This slide showcases solutions to challenges faced by organisations using omnichannel strategy. This template focuses on effectively implementing such parameters to satisfy customers. It includes information related to measure campaigns, conducting research, etc.

Solutions



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RACI matrix of omnichannel marketing team

This slide showcases matrix for omnichannel marketing. This template focuses on clarifying responsibilities and ensures that everything project needs to be done has someone assigned to do it. It includes information related to maintenance of tools, building client base, etc.

Names	Ethan	John	Tyler	Steve	Robert
Roles	Project director	Product manager	Sales lead	Marketing lead	Developer
Determining pricing models	R/A	C			C
Maintenance of new & existing tools	R	A	I	C	I
Building up audience	A	C	R	C	C
Build material collateral	A	C	I	C	A
Add text here	A	R	I	I	R
Add text here	C	A			R

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Developing omnichannel marketing long-term budget

This slide showcases budget for omnichannel marketing. This template focuses on providing seamless shopping experience across all channels to target customers. It includes information related to data collection, conducting analysis, branding, etc.

Sub-costs	Q1		Q2		Q3	
	Planned	Actual	Planned	Actual	Planned	Actual
Data collection	\$361	\$953	\$623	\$312	\$964	\$161
Data analysis	\$641	\$965	\$634	\$653	\$724	\$356
Customer journey mapping	\$962	\$652	\$485	\$156	\$845	\$332
Branding & testing	\$622	\$655	\$215	\$312	\$136	\$235
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