



BLAYZER
digital

Growth Hack:

Adapt to the Omnichannel Consumer



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Single Channel Strategy



Multichannel Strategy



Omnichannel Strategy

The Blue Polo



Adapt tech, marketing & Customer service for omnichannel customers





**Omnichannel is not
complicated, nor expensive...**

For **you.**



What would it be worth to your company if:

1. Your customers spend more
2. Annual revenue increases
3. Customers keep coming back

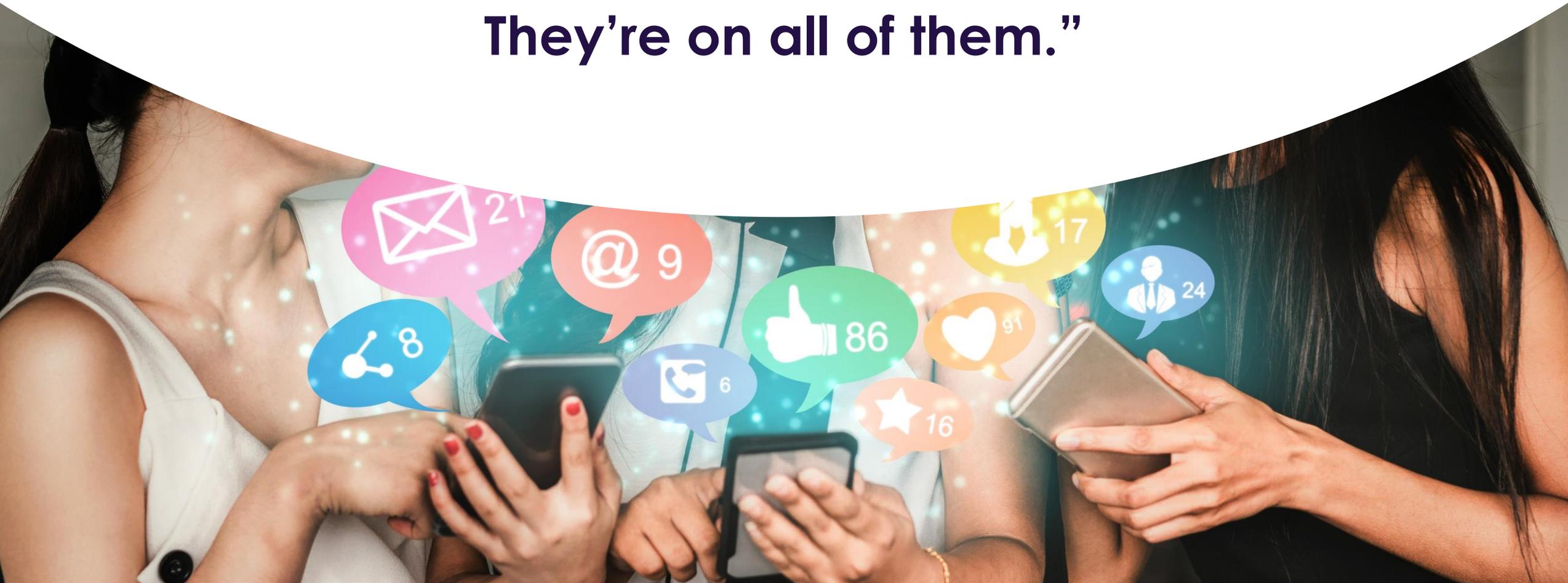


What is a channel?

An **opportunity** for a brand to communicate.



**“Your customers aren’t on one channel.
They’re on all of them.”**



Multichannel is good up to a point

Growing Pains Include:

- Product data errors
- Customer service breakdowns
- Incomplete Analytics
- Siloed organization



RETAIL APOCALYPSE



Growth Hack Alert!

Adapt to the Omnichannel Customer

- don't need to be everywhere, just everywhere your customers are.
- Instead of Brand in middle and customer is on touchpoints
- Put the customer at the center, and your brand is on the touchpoints

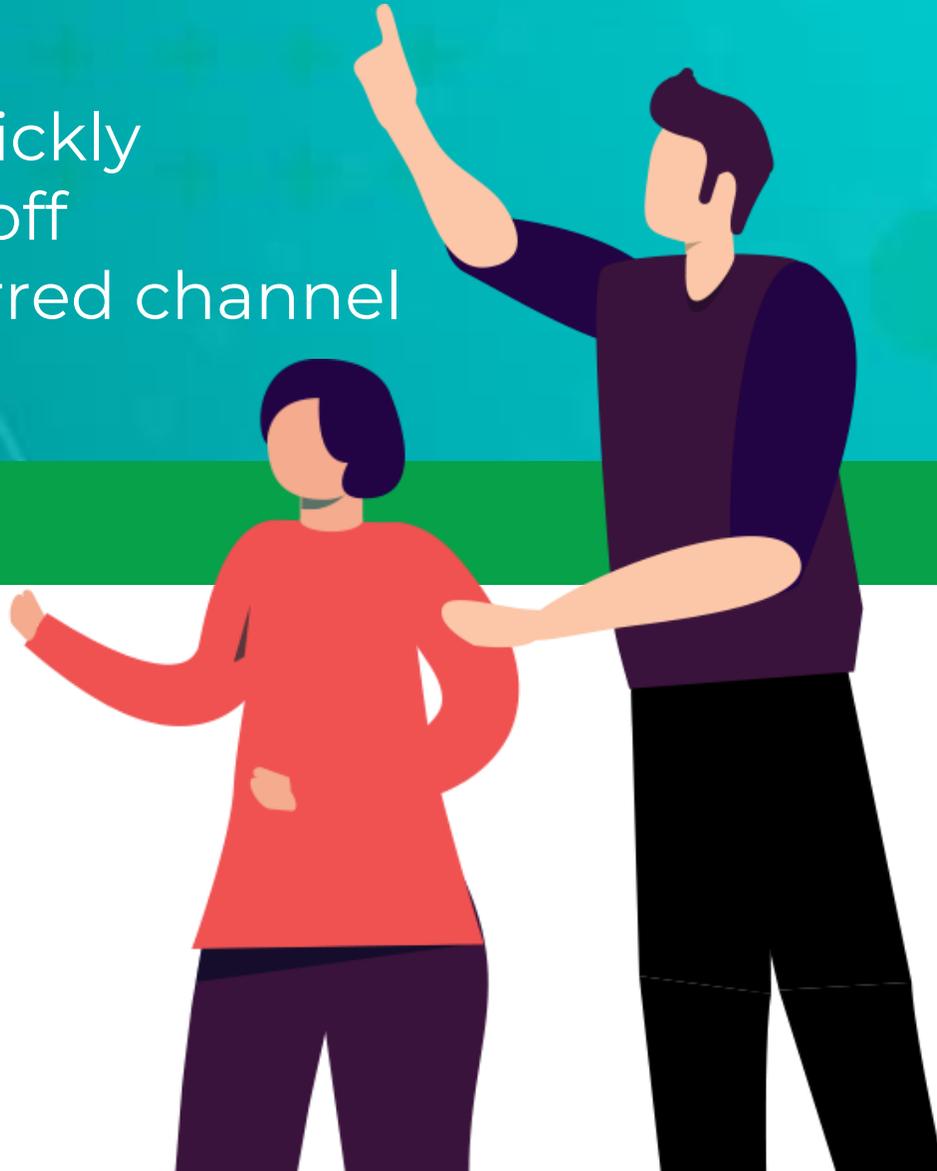


What is an Omnichannel Customer?

- Time poor
- Hyper-connected
- Switch between channels often

Omnichannel Customer Expectations

- Learn about product quickly
- Pick up where they left off
- Purchase on their preferred channel



Omnichannel Customer Expectations (cont.)

- A single “channel-less” experience
- Each touchpoint leads further down the funnel
- Usually not sticking around on one channel anymore



Formats and the Funnel

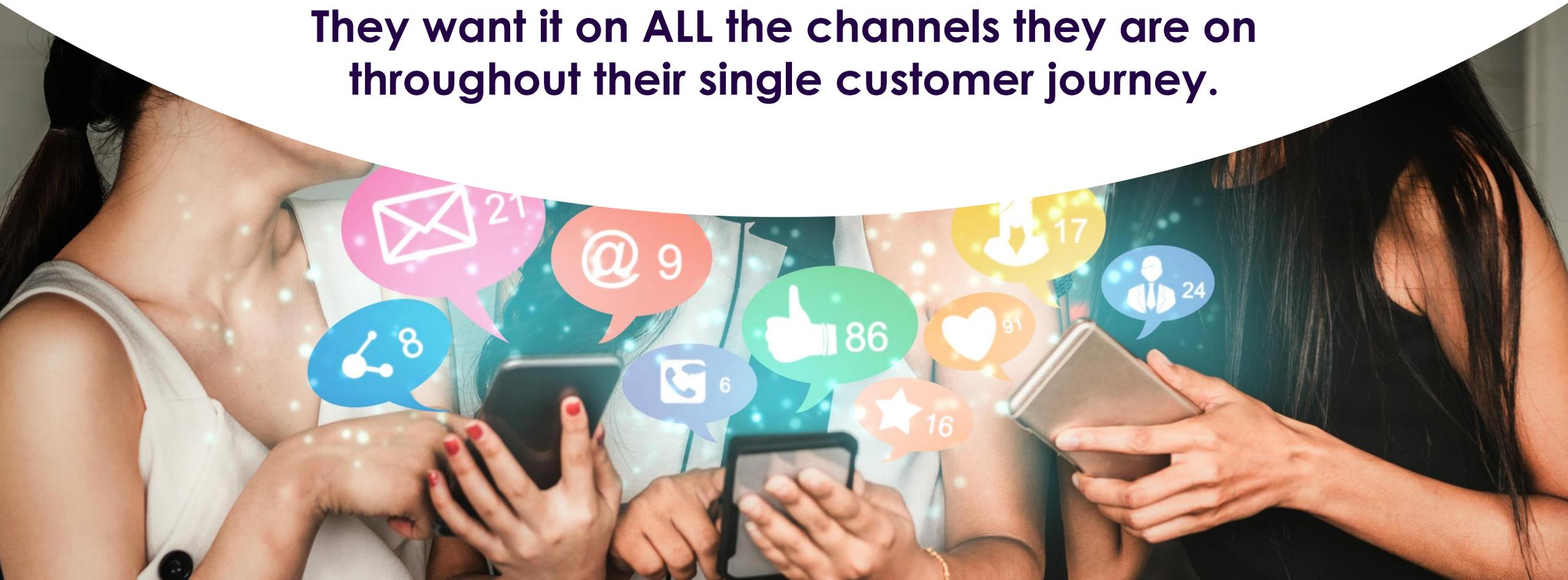
17 formats for content. Which are effective at which stage?



<https://www.orbitmedia.com/blog/content-marketing-formats-funnels>

Outdated Multichannel Strategy = Customers want it on whatever channel they're on.

NEW OMNICHANNEL STRATEGY=
They want it on ALL the channels they are on
throughout their single customer journey.



Does this sound familiar?

- “You don’t remember me between visits”
- “I can buy online, but I can’t exchange or return an item in-store.”
- “Different product data on Amazon than your Website”
- “I entered info into phone, but Rep asked for it again”

Omnichannel Customer Service:

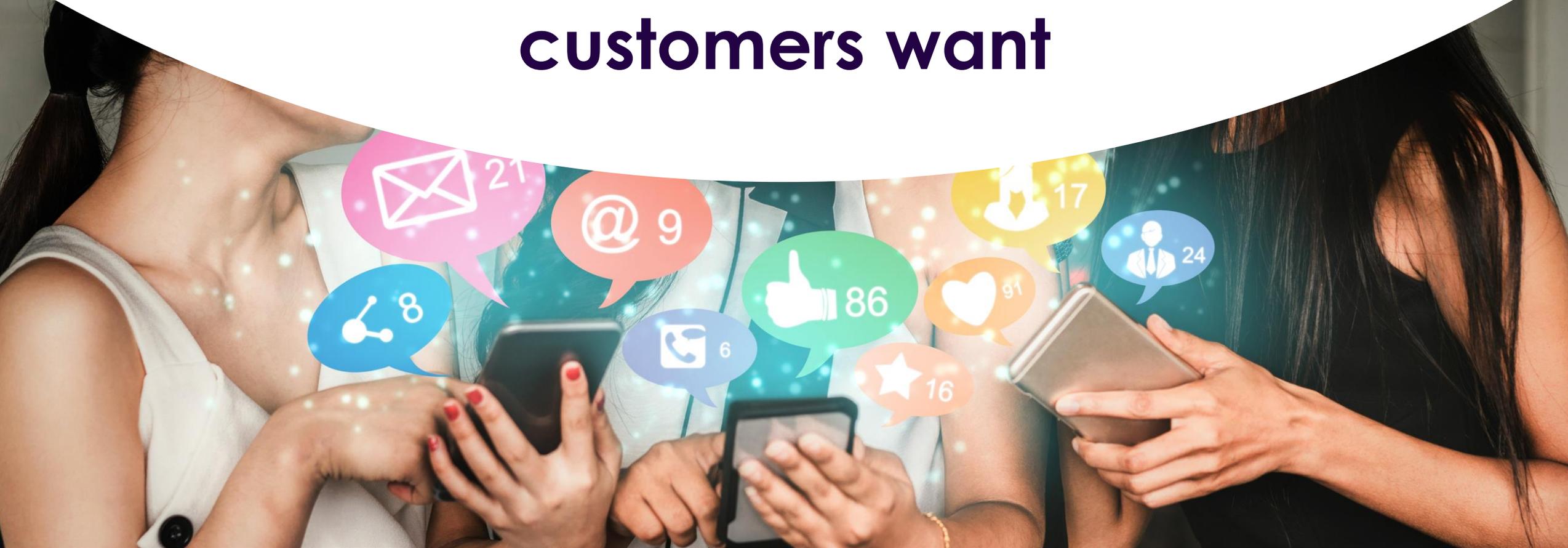
- Quality of support same across all channels
- Solid integrations from all channels



Primary Marketing Goal for Omnichannel Customer



Conveniently Present & Deliver what the customers want



Omnichannel services help retailers to:

1. Enable the consumer to find what they want faster
2. Inform the consumer so they can make a purchase decision
3. Then provide convenient options for the consumer to make the purchase.



Convenience
wins over brand
and price.



**Don't worry about
where your
customer buys
from you or price
shopping.**



Omnichannel marketing:

- Lowers customer acquisition cost
 - Improves brand recognition
 - Encourages repeat purchases

Scratch Card

01 1st Prize: Get one more FOR FREE

02 2nd Prize: 30% off discount

03 3rd Prize: 20% off discount



Please scratch here:

1st Prize

Please contact us with you **Amazon order ID** to claim your prize



Facebook
@Swiitech



Email
support@iswiitech.com

Organizations that are adapting to the omnichannel customer have:

- Cohesive strategies
- Accurate sales attribution
- Collecting Data & Using It Well



Adopt an Omnichannel Tech Stack to Win!



7 Step Growth Hack for “Going Omnichannel”

1. Choose Channels
2. Match Content with Context
3. Integrate Your Tech Stack
4. Collect Data
5. Analyze & Enhance Data
6. Use The Data
7. Assess & Optimize (start back again at #1)

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