SMASHING SILOES:

4 Steps for Multichannel Marketing Success





Brittany Moreland

Senior Digital Strategist

□ bmoreland@whereoware.com

(703) 821-7448

in linkedin.com/in/brittmoreland



ABOUT US

We drive smart growth through digital marketing strategy and activation.

- 20 years of experience
- Personalized Websites
- E-commerce
- Customer Acquisition, Retention, Maximization
- Marketing Optimization
 - Email Marketing + Digital Ads
 - Digital Products + Mobile Applications
 - Consulting, Data Integration + Analysis

































































WHEREOWARE

SMASHING SILOS MULTICHANNEL STRATEGY

OFTEN A CUSTOMERS EXPERIENCE IS SILOED

TEAM SOCIAL



TEAM EMAIL



TEAM WEB



69% of customers expect connected experiences.

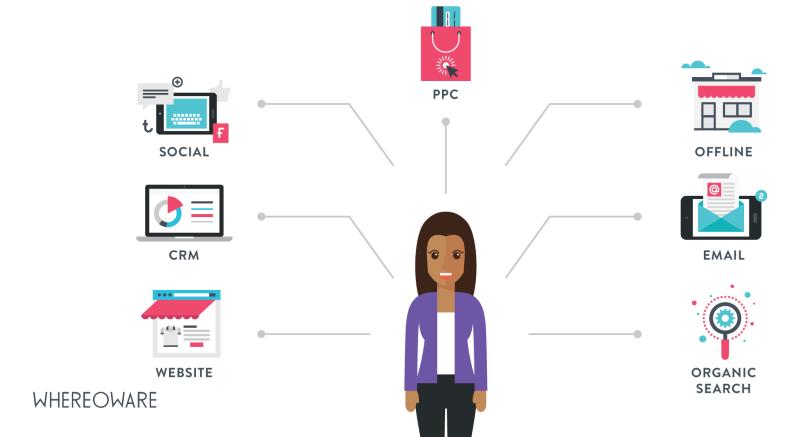
- Salesforce, State of the Connected Customer Report, 2019

4 STEPS TO MULTICHANNEL CAMPAIGN SUCCESS



COLLECT + CONNECT YOUR DATA

CUSTOMERS SHARE DATA EVERYWHERE



GOAL: CONNECTED + ACTIONABLE DATA





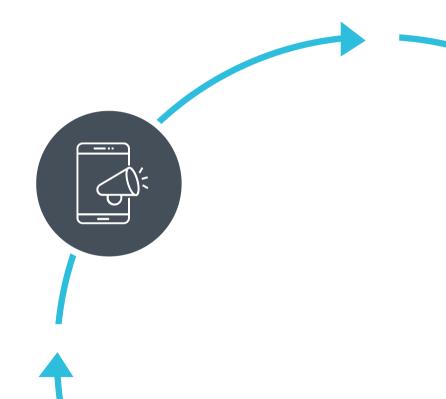
TYPICAL CUSTOMER JOURNEY



WHEREOWARE

CUSTOMER JOURNEY

1.
AWARENESS



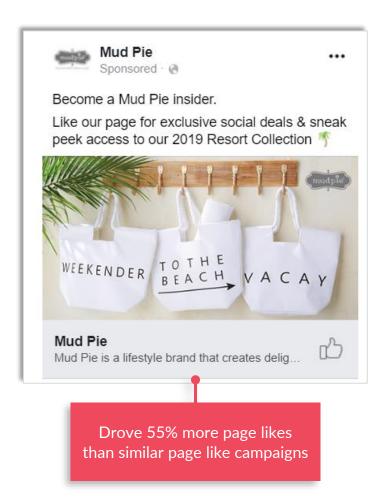


AWARENESS: PAGE LIKES

AUDIENCE:

Lookalike – Page Likers

- One clear message not pushing a sale
- Target people who may be interested in your brand, but not aware that you exist or aware of what you can offer them

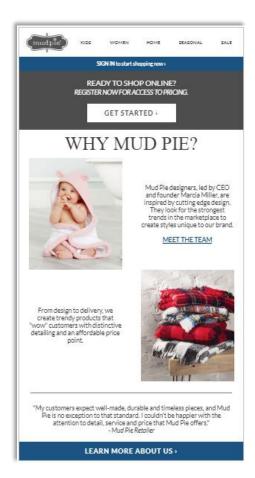


AWARENESS: LEARN MORE

AUDIENCE:

 Familiar with your brand because they've signed up for email, but may not be fully aware of product or service offering

- Provide awareness into what your brand has to offer
- Get the customer to click on your email (this means they are highly engaged, and we can target them more effectively)



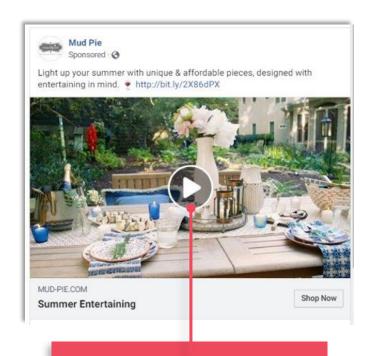
AWARENESS: VIDEO VIEWS

AUDIENCE:

 Lookalike – high value home décor email audience

APPROACH:

- Personalized based on similar characters (interested in Home)
- Target people who may be interested in your brand, but not aware that you exist
- Spread awareness about what your brand offers



54% of our audience watched the video in its entirety.

CUSTOMER JOURNEY



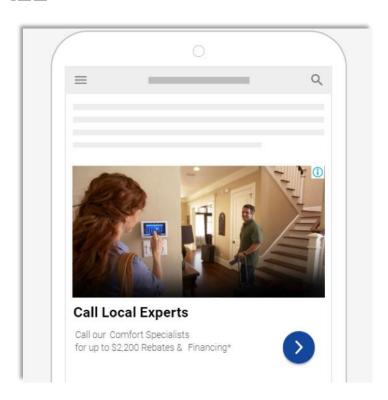
2. CONSIDERATION

CONSIDERATION: PROMPT A CALL

AUDIENCE:

Retargeting non-converting website visitors

- PPC: Google display ads network
- Tailored copy for audience consideration factors
- Geotargeting
- Happy customer imagery

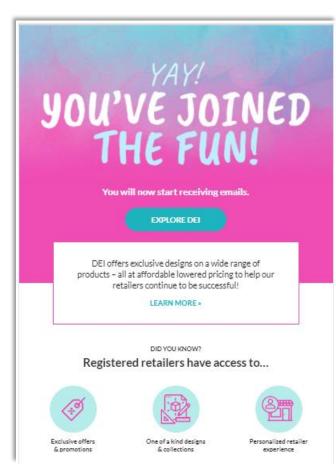


CONSIDERATION: LEARN + EXPLORE

AUDIENCE:

Signed up for email

- We know these prospects are aware of your brand, because they signed up for email – so now what?
- Tailored copy for audience consideration factors
- What's in it for them?



CUSTOMER JOURNEY



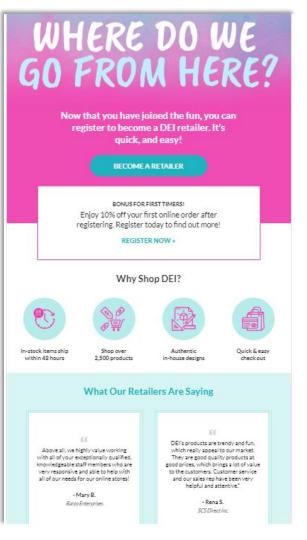
3.

ACTION: REGISTER

AUDIENCE:

 Signed up for email, clicked on an email and visited the website twice in the last week

- What's next?
- Incentives
- Testimonials
- What's in it for them?

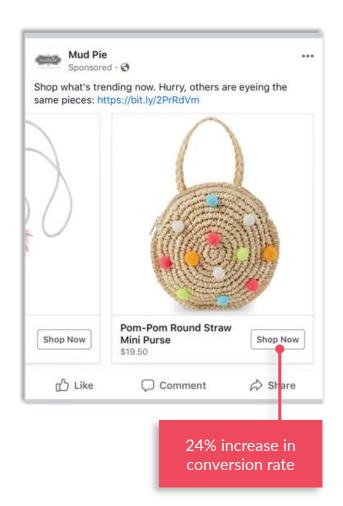


ACTION: PURCHASE

AUDIENCE:

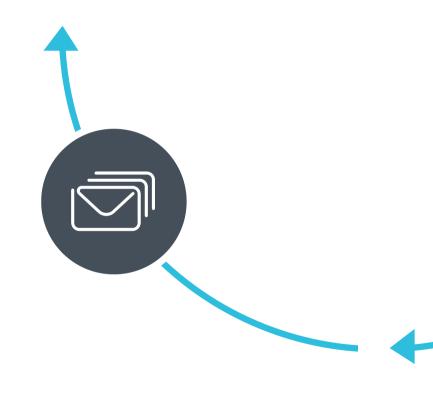
Added item to their cart and abandoned

- Dynamic content
- Sense of urgency
- Clear CTA



CUSTOMER JOURNEY

4.
RE-ENGAGE



Companies that optimize a multichannel engagement strategy retain 89% of their customers. Compare that to 33% for companies that don't.

- Five Channels



RE-ENGAGE: ORDER DETAILS + UPSELL

AUDIENCE:

Purchased

APPROACH:

- Cross sell based on similar items they have purchased or browsed
- Communicate
 - Estimated arrival
 - Order #







Thank you for your recent purchase on 01/23/2020. If you have any questions on your recent order please contact customer service at (886)323-2264 or send us an email at webadmin@creativecoop.com.

> Thank you for shopping with us! Creative Co-op

Order Number: CS001194288

YOU MAY ALSO LIKE



18 Square Cotton Pillow w/ Chevron Print, Natural & Black

#DA6415 In Stock Quantity: 4



9 Round Paulownia Wood Pedestal w/ Metal Legs

#DA7522 Backordered Guartity: 12 \$5.00



9-1/2L x 4-3/4W x 4-3/4H Wood Pedestal

#DA6897 Available Within 3 Weeks Quantity 6 \$9,50

To view your full order details please log in here:

VIEW ORDER DETAILS



RE-ENGAGE: LEAVE A REVIEW

AUDIENCE:

Purchased

- Help them spread the word about your brand (advocate)
- Incentivize and remind





RE-ENGAGE: RE-VISIT

AUDIENCE:

Purchased

- Show them your best!
- Consistent creative across website, organic social, and email







RE-ENGAGE: NEW PRODUCTS

AUDIENCE:

 Previously purchased but browsed specific a category (Easter visitors in the last 60 days)

- Introduce new product lines/launches
- Carousel featuring multiple products
- Consistent creative





CHECKLIST - FUNNEL JOURNEY



Have you thought through the audience's values, intent, and place in lifecycle?



Do your ad formats, channels, and expectations make sense for this persona's exposure to and interest in the brand?



Have you combined data sources to better target your audience?



Are you providing a multichannel experience that customers expect?

OPTIMIZE CONTENT AND MESSAGING ACROSS CHANNELS

OPTIMIZE: ACROSS DIFFERENT CHANNELS

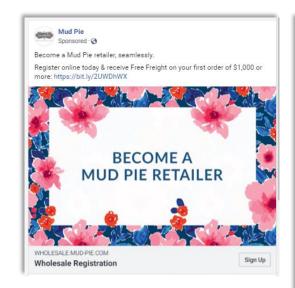
GOAL:

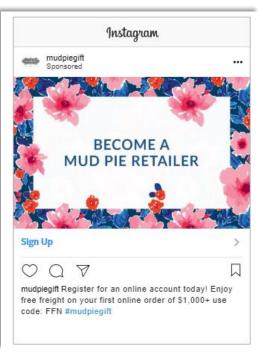
• Register on the website

AUDIENCE:

Lead emails

- Instagram and Facebook ads
- Offer free freight incentive to register





OPTIMIZE: COPY

GOAL:

Drive users back to the website

AUDIENCE:

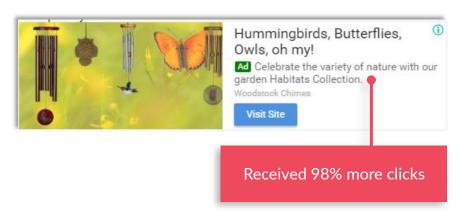
Website browsers

APPROACH:

 Using email subject line data to create promotion-heavy copy vs. highlyclicked email subject line copy



VS.



OPTIMIZE: PRODUCT STRATEGY

GOAL:

Drive users back to the website

AUDIENCE:

Baby clothes purchasers or recently browsed

Q buffalo check Including Broaden your search: + flannel shirts + buffalo plaid + buffalo jeans + checker Search volume trends ▼ 150K 75K 0 Aug 2018 Sep 2018 Oct 2018 Nov 2018 Dec 2018

APPROACH:

 Combined Google trends, Keyword Planner, search queries, and website search data to create a buffalo check product spotlight email





CHECKLIST - CONTENT AND COPY



Does your copy and content make sense for the persona or interest?



Have you used tools (Keyword Planner or Google Trends) and results of other campaigns (ex: subject lines) to better target keywords?



Does your copy create a sense of urgency, exclusivity, or intent? Is it brief? Remember you have character limits on certain channels.



Does the audience have a clear and accessible next step? Is it compelling?

STEP 4 MONITOR PERFORMANCE AND ADJUST

SET SMART GOALS + ESTABLISH KPIs

SMART GOALS:

- **✓** Specific
- ✓ Measurable
- **✓** Achievable
- **✓** Realistic
- **✓** Timely

KPIs

- **✓** ROI
- **✓** New Users
- **✓** Conversion Rate
- ✓ Click-Through Rate
- Revenue



INVEST IN REPORTING TOOLS + SOFTWARE



Save you time



Remove the guess work



Help provide data driven decisions



Remember that investing in a tool is only half the job! Ensure you take actionable steps based on your findings.

TIPS ON ADJUSTING



Test, test, test!



Be in the know



Monitor and review all channel metrics and apply findings where you can





WRAP UP SMASHING SILOS

WRAP UP



Use the strategies we discussed to rise above your competitors and elevate your approach!



The days of marketing via one channel are gone. Don't silo yourself - SMASH SILOS!



Data is vital – leverage it!



MISCONCEPTION: Marketing on multiple channels is overwhelming to your customers and prospects. It's not overwhelming, it's SMART.

NEED HANDS-ON HELP?

Email <u>sales@whereoware.com</u> to set up a free 30-minute consultation with a digital marketing expert.

THANKS FOR WATCHING!

Contact us:

14399 Penrose PI #450 Chantilly, VA 20151

(877) 521-7448

info@Whereoware.com

Follow us on:

f facebook.com/whereoware

@whereoware

