GMS

Optimizing Your Brand-Width

Omni-Channel Marketing Defines New Age Engagement

As marketing transitions from mass production to personalization, marketers are seeking an easy button for modern consumer engagement. This new era allows customers and marketers alike an opportunity for growth and control. But how does a brand maintain relevancy?

Consider Starbucks and Chipotle, who have set the standard for omni-channel marketing. The companies provide seamless user experience by meeting customers at their most convenient purchasing channel, without becoming invasive. Increasingly, consumers are using multiple devices during a single transaction process. Both companies offer multi-channel alternatives including an app, text message, online or reloadable perks card. By adapting the changing environment to a brand, businesses are able to offer high-quality customer service even without the presence of an employee.

Leveraging Opportunity by the Numbers

Marketers are beginning to realize the value in multi-channel targeting and data, but have yet to capitalize on its potential. Nearly 95% of marketers say they understand how important multi-channel targeting is[1]. In comparison, only 14% of organizations are running coordinated marketing campaigns across all channels[2]. There is clearly untapped potential for data's place at the marketing table. With a mission to utilize valuable, intuitive data, marketers are able to create a larger social footprint and drive ROI.

87%
of marketers consider data their organizations' most underutilized asset[3].

70%
of marketers are managing the data explosion only "fairly" at best. And only three percent of marketers responded that their data is "completely integrated and aligned[4]".

GMS Catalyst Solution Platform™

Projecting Success and Expediting Growth

With data supporting omni-channel strategy, marketers can deliver faster, better results to a growing customer base.

STEPS FOR SUCCESS

1. **Create a single view of each customer across all channels**
   Make it a priority to track and react to your customers' experiences.

2. **Simplify your platform**
   Couple efficiency with practicality to craft a user-friendly platform.

3. **Demonstrate consistent customer experiences**
   One negative experience can completely ruin an impression of a brand. Your customers are your company's lifeline – adjust customer service accordingly.

4. **Measure, measure, measure**
   User experience leads your customers and your success. Understand which points of data are helpful for you and apply them strategically.

Increasing Proliferation Aides Consumer Control

Omni-channel data is growing in popularity and marketers are just now beginning the journey to optimal user experience. With increasing power and the proliferation of available channels, the buying power still lies with the consumer. Embracing omni-channel marketing will not only become a smart business decision, but a critical one. Is your business prepared?

References

1. Multichannel Digital Marketing Report 2017

2. CMO by Adobe, Three Issues Hindering Progress in Multichannel Marketing

3. CMO by Adobe, 15 Mind-Blowing Stats About Data-Driven Marketing

4. Ebiquity/CMO Council

ABOUT GMS

Looking for an omni-channel marketing solution? GMS is an integrated marketing services partner. We create, execute and manage data and communication across all channels, for all types of enterprises. We'll help you leverage your marketing strategy and work with you to convert your marketing investments into revenue generating, results-driven programs. We create the strategy – you reap the benefits. Visit us at **www.2gms.com**

CONTACT US

Take Catalyst for a test drive.
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