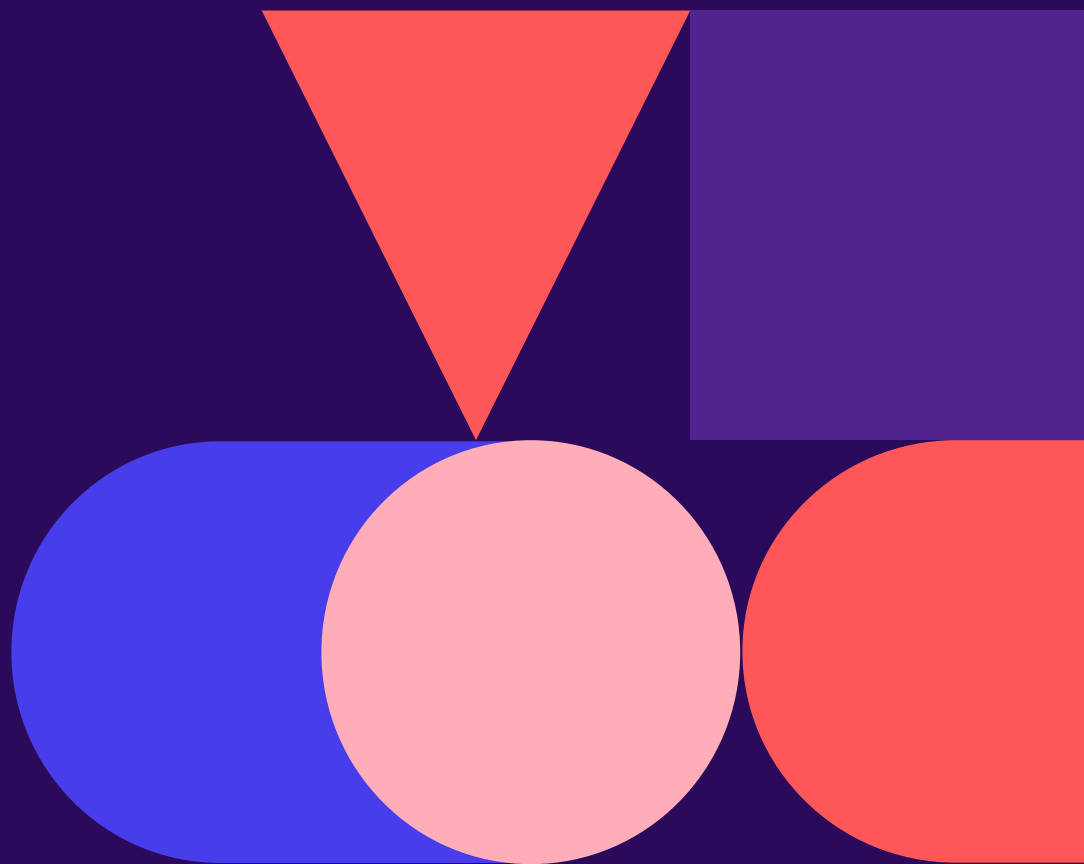# How to succeed with a multichannel retail marketing strategy

papirfly®

Bringing your brand to life with a multichannel marketing strategy increases the success of introducing and sustaining your products and services, within the rhythm of your customers' everyday lives.

Maximising your brand's ability to positively benefit - and therefore become a part of - your customers' lifestyle, depends on your ability to reach them.

Understanding and utilising the channels that already provide them with comfort,reassurance and trust is key - transforming your brand's impact and empowering customers to choose you over your competitors.

'Multichannel marketing done right is omnichannel marketing .'

Omnichannel has become the defining term when an improved customer experience is the result of successful multichannel marketing. 'Multi' and 'Omni' are latin words for 'many' and 'all' respectively. Yet the only language you need to master is one that offers a feeling of personal and authentic conversation between you and your customers. Generating that feeling for your customers, and seeing the revenue outcomes that prove that positive vibe, shows a marketing strategy well worth working toward.

Simply put, multichannel marketing done right is omnichannel marketing; your customers will not need to repeat themselves, whoever they are talking to or whatever service they are using. Each individual customer develops a unique connection with your brand, with you having up-to-date information on their preferences, so that regardless of which platform they use or location they are in, their experience becomes a personalised journey. Ultimately, their choices and behaviours in digital interactions with your brand should create a natural flowing process that enables them to access products and experiences specific to their wants and needs. This increases the chance that a customer will develop long-term satisfaction, trust and a loyal relationship with your brand.

Whilst omnichannel marketing is seamless communication, integrated and consistent across all channels, it takes a mastery of the multichannel approach to get you there.

We're here to help, so let's start you and your brand on the journey to multichannel marketing success.
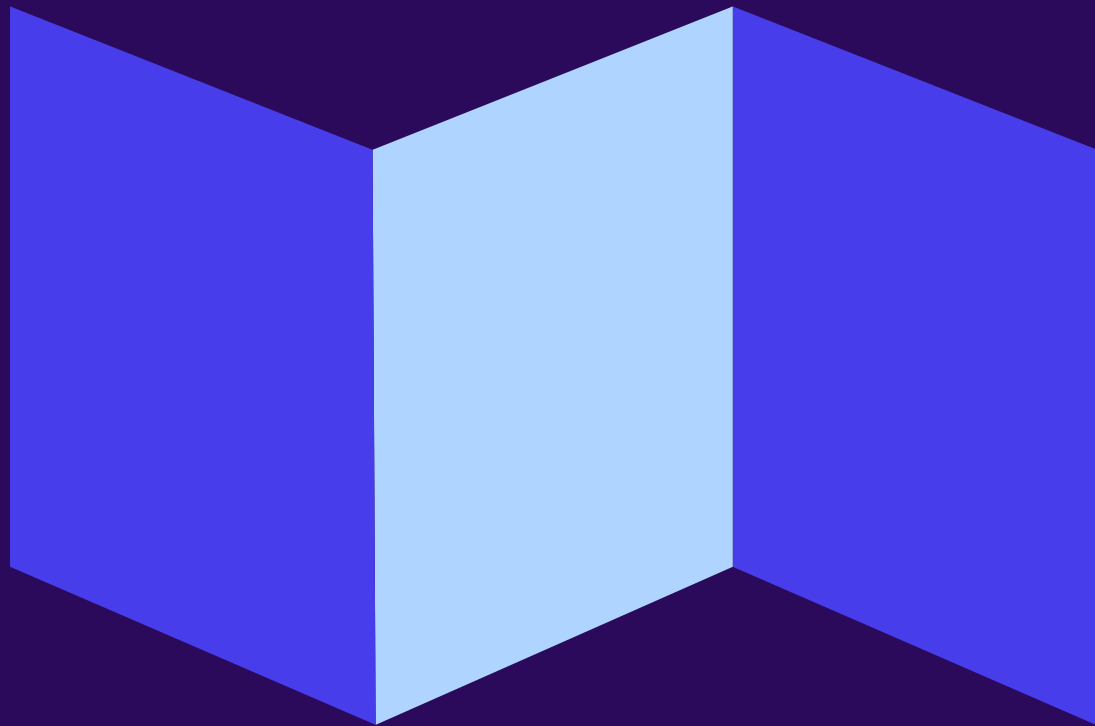
Enjoy!

Contents

Why you need
a multichannel
marketing strategy

The world has changed

20 years ago, retail customers had a simpler and more linear journey from brand awareness to purchase and on to repeat business. There were only a few, well established marketing channels and not so many different paths to take. The internet, apps and social media have changed this dramatically. The customer journey is quite different and less predictable. And you need to deal with this.

Different people prefer different channels, just like they prefer different tastes and colours. Some are on their smartphones and surf online shops all the time, others (surprisingly) still prefer reading a physical newspaper and leafing through a direct mail piece, and yet other people prefer to receive offers by email.

People still connect with customer service by phone or email but a growing number connect with companies on social media to ask questions. And a large number of people are social about their shopping and like to share their experiences digitally.

Individual customers react differently to marketing messages, depending on where they see them. Perhaps we still take the physical world more seriously than the digital world, but it is not the only place we make our shopping decisions.

The stakes are high

It is no simple task utilising the many channels we need to reach modern audiences. Stores, websites, apps, social media, digital signage, TV, direct mail etc. It is hard enough integrating the various and growing number of digital channels, this is made more complex when we include the traditional offline channels.

If you succeed, the rewards are big. A rule of thumb is that multichannel customers spend three to four times as much as customers reached through one single channel. And do you really have a choice? Your customers are expecting to find you in all channels. So you need to be there for them. Or go out of business.

The consumer has more power

Your customers have access to more information than ever before. Today the customer may know more details about the car they want than the salesman by the time they arrive at the dealership. Everything they need to know is online. This knowledge leads to more demanding customers. Knowledge is power and your customers know how to wield it. They compare prices, check comparisons and read test scores.

There is nowhere to hide, your market is becoming more transparent every day. And if your customers are unhappy, the world will know about it. One bad review can spread like wildfire on social media. There is no wonder we lose sleep at night. How do we face the storm in all these channels? The answer is a multichannel strategy.

Be where your customers are

You and your company need to embrace multichannel marketing because your customers are already using several channels. Responsive web pages was a buzzword only a few years ago. Now it is a basic requirement that your clients can access your website and read your newsletters on a smartphone. And when you run a TV commercial you also need to have the appropriate search words on Google.

So how do we integrate all the marketing channels to provide a single view for the customer? This is a challenge for both the Marketing department and IT. Technology paired with a good strategy is the answer. As SaaS has lowered the cost of software and increased its availability and distribution for use within organisations, it has also enabled more efficient use of data for marketing. By implementing a common source for all product information, a system for Product Information Management (PIM), you can easily reuse pricing, messaging, video and images across all marketing channels.

This will allow you to simplify complex processes and automate tasks that were previously completed through the use of manual labor. Typical examples are campaign planning, campaign production using on-brand templates integrated with product data (PIM), mass production of collateral with the same messaging in multiple formats across multiple marketing channels, centralised storage and sharing of digital assets as well as improved reporting. But you need to define a strategy before you can decide how to implement it.

Why you should embrace a multichannel strategy
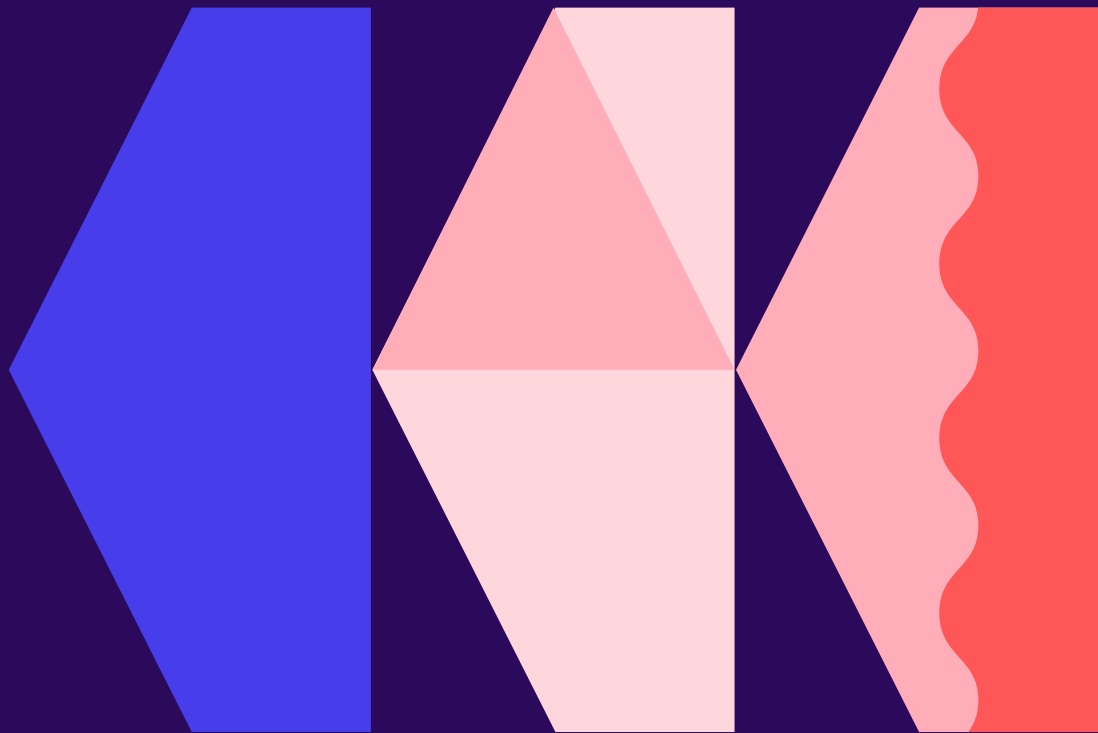
Increased turnover and client lifetime value

Retailers are constantly looking to improve the bottom line by increasing revenues and improving cost/benefit. Implementing a multichannel strategy will provide more customer insights to enable more relevant offerings and messaging at each customer contact point. This will lead to increased sales, longer customer relationships and a better ROI on your marketing.

Reduced cost and time spent per contact point

By automating and simplifying the production of all marketing collateral you will save time and money at each customer contact point, regardless of marketing channel. By selecting the right tools you will be able to optimise your workflows and reduce manual labour and duplicated effort.

Brand awareness and market presence

When you are present in all the channels and on all the devices in your customer's buying cycle you will obviously improve brand awareness. By doing it right and making your products top of mind at all times you increase the chance of moving the customer towards their next purchase.

Improved customer satisfaction and loyalty

The companies with the best multichannel strategies view them as a strategic means to improve customer loyalty. They meet their customers at all possible contact points by being present in all the right channels. And by collecting and using data from all these channels they create multi dimensional customer profiles. These are used to optimise the messaging and to present products that their customers really want, improving customer satisfaction and loyalty.

Improved customer experiences

A good multichannel marketing strategy and the right technology is not enough to offer the best possible customer experience. Processes and people are also involved. If you can combine strategy, technology, processes and people so that both the people, your online services and your marketing speak as one then you will gain a competitive advantage.

A closer bond with your most valuable customers

The more personal you can be with your customers, the more likely it is that you will build a stronger connection with them. This will also improve sales. Being personal is easy when you only have a few clients, the local corner shop has a clear advantage here and can speak personally to each individual customer. To a retail chain it's a whole different ball game, you need to collect big data to target your messaging to different groups of people.

More customer insights

Knowledge is power and this is especially true for sales and marketing. It's no secret that the best sales people listen more than they talk and that the best marketing campaigns know their target group before they are launched. It's all about being precise - if your communication hits the spot you win more customers and if you miss your competitors get ready to move in. So you need to start a dialogue with your customers where they are, so you can collect as much useful data as possible. A good multichannel marketing strategy which is well executed will give you all the information you need.

More relevance

This may be the most important aspect of a multichannel marketing strategy. When you offer your customers what they want, in the right channels, at the right time, you will gain popularity. If you do it wrong you will quickly lose ground. You may have felt the irritation of being offered diapers at a time when you did not have children or when your children didn't need them any more.

Staying competitive

It's a competitive world. Customers are fundamentally less loyal than you may care to admit, this is especially true when they can browse the internet while looking at products in your stores. If you don't pay attention and take action they may walk out the door empty handed. And your competitors are ready to scoop them up. So you don't really have a choice, you simply need to be present where your customers are at all times. So simple, and so hard.

How to create
a multichannel
marketing strategy

papirfly®
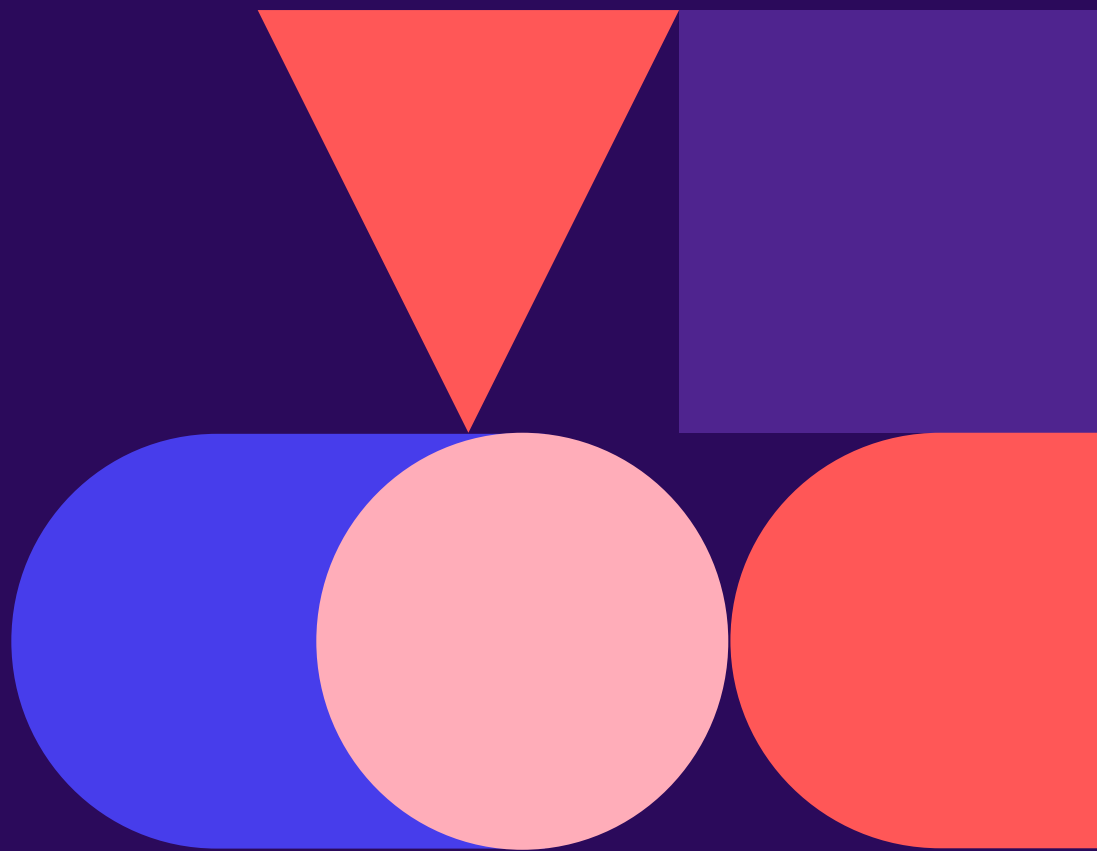
The difference between single channel and multichannel strategies is that multiple channels need to be in sync. Customers want to see the same vendor everywhere, not different versions of the same vendor in different channels.

All your content needs to be consistent, adapted to each channel and available on all devices. It also needs to address each stage in your customer's journey. And you need to be able to measure interactions across all channels. This will be multiplied by the number of customer segments you have. This can be a tall order if you don't have the right tools for the job.

A tight integration of people, creativity and technology is paramount. Processes, solutions and campaigns must be seamlessly integrated. There can be no silos.

Multichannel strategies typically involve web pages, in-store collateral, direct mail, email, social media, newspaper advertising and digital banners. There are a plethora of emerging digital channels - it is important to be open to using any channel but it's really about finding the most valuable ones for your customer segments.

Define your dream customer based on customer data

If you already have a large number of customers, analyse the data you currently have. If not you need to get hold of customer data from surveys and other analyses of the market you are planning to target.

What is a typical customer, where and when do they shop, is it online or offline? Describe their customer journeys, how they were made aware of your products and how you got repeat business. What segments do you see, or plan to have? Find out how you can reach as many as possible in each segment, what triggers an action and what makes them convert. Use this to define your dream customer for each segment.

Describe the journey of your ideal customers

Before you start the creative process you need to identify successful outcomes for each ideal customer. What actions do you need them to take as they move down the funnel? Which channels do they prefer? What kind of responses are you happy with?

Set goals for each stage in the funnel. This should involve how many visitors and followers you reach, how many interactions you want from them in the form of likes and shares, conversion rates (sales, upselling) and engagement (repeat business and reference sales).

Find the channels that work best for each segment

Use the data you collect to adjust which channels you are using and what products, services and purchase methods you focus on for each customer segment. Social media, website shops and in-app messaging might work better than direct mail and local stores for younger people, but vice versa for pensioners.

Create a plan for targeted, personalised messages

You may have several customer segments and insights that enable you to create highly targeted messages. Plan target groups, channels and contact points. You need a simple way to design several different messages that can be published in several channels such as in-store and on the web. Retailers like REMA 1000 have template based solutions in place that simplify multichannel communication in national campaigns, with localised adaptations.

Define a clear development process for your creative content

Create a brief for each channels, detailing your goals. Creative people are often visual so it might be a good idea to draw a flowchart that illustrates the interactions on each channel related to the customer journey. Make sure your flowchart describes how to handle customer response, data capture and measurements. Help your creative team see the whole picture, including your chosen segmentation. This will help everyone track your progress from first draft to completion.

Plan how you will handle customer response

Your customers will meet you in multiple channels so their response will also be multichannel. You need to decide how to capture, measure and respond to all these interactions.

This can mean developing several landing pages for each campaign, addressing different segments, channels and customer journey stages. Also consider if mobile require special treatment.

Example

You may consider offering an app that enables existing customers to be notified of the current bestseller in their segment when they are near one of your stores.

Will there be a two-way interaction such as a coupon in the app? How do you capture a successful outcome - will the app or coupon need to be scanned in the store or will you scan a loyalty card? Or is the app your loyalty card? Will this work for all your segments?

Execution and production

Managing a multichannel marketing campaign alone is a daunting task. There are many solutions that can help you produce on-brand content in a few select channels so in most cases you will end up using several different vendors. The challenge is then to make the different systems work well together and not having to manually transfer information and assets back and forth.

Papirfly might be the right solution for you if you are looking to produce multichannel marketing content that displays product information such as text, images and pricing. It is web based and very simple to use.

Test and learn

For each campaign you run you will learn something new. And you may want to improve your results each time. So it will be a good idea to see what you can improve upon. Modern marketing is constantly evolving and keeps challenging us and this can be both frustrating and a lot of fun. There is so much to learn and so many things to watch out for. Digital channels can help us test things out at a smaller scale before we launch a major campaign, reducing the risk of failure. Utilise this, test your emails before you send them to all your customers and let a small group try your banners before you launch your campaign. Learn from past mistakes and streamline your next campaign. You will get more customers and higher revenues.

Measure across all channels

Make sure you measure meaningful metrics in each marketing channel. Don't measure everything just because you can, focus on the metrics that have the biggest impact on your revenue. Select them carefully at each stage in your marketing funnel. Stay agile, be ready to drop a marketing channel that doesn't work and to increase your focus where you get the best results. The right measurements will instantly tell you how well each marketing channel is performing.

Both online and offline channels can be measured, it is all about selecting the right response mechanisms. Campaign codes and dedicated phone numbers can be just as effective as email tracking and landing pages.

What to measure?
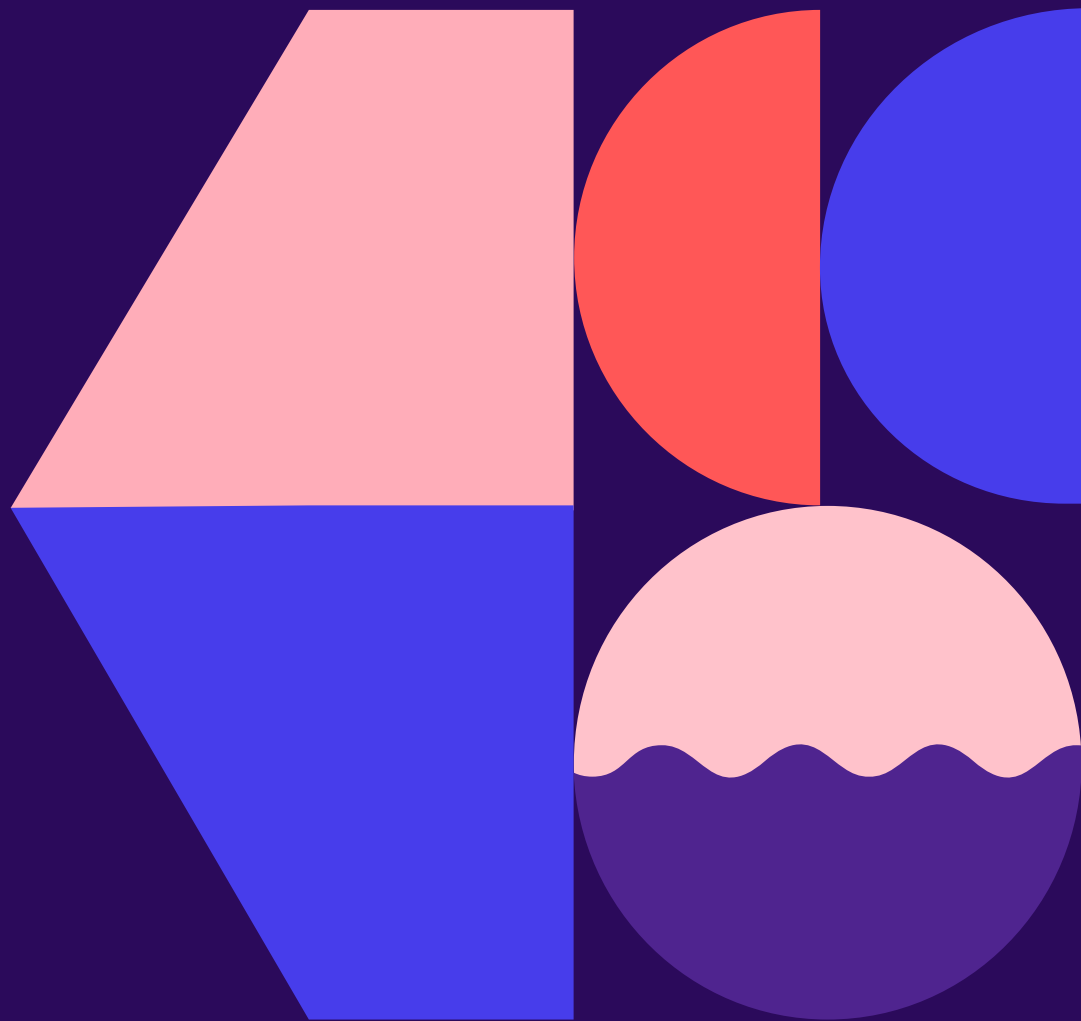
Marketing has always been measured in terms of engagement, growth rates, improvement and value. What has changed is the number of channels and metrics we use and the way we collect data. And most of these changes are based on the use of technology which gives us new ways to see, understand, measure and improve how we gain new customers.

Marketing technology has also increased the number of contact points, making our jobs more complicated. In order to measure well we may also need additional technology.

Below are some of the most important metrics that need to be measured.

Profitability

This is the most obvious metric but it can be hard to break it down to each marketing channel. A customer might see a banner ad, download a coupon and then go to the store to buy a product. But you may not necessarily be able to measure that a purchase originated from a specific banner ad.

Cross sales and upselling

This is easier to measure but requires some form of technology.

What to look for:

- Increased average turnover per customer

- Increased number of products sold per customer

- Decreased customer attrition. Note that a low customer attrition is not a good enough indicator by itself, it may also change due to other factors.

Response rates

Customer response is easy to measure online. But it may be hard to track exactly how customers move from the beginning to the end of the funnel in all channels.

What to look for:

- Visits (both online and offline)

- Registrations

- Downloads

- Likes

- Online engagement

Loyalty

The definition of customer loyalty needs to include all the channels customers visit and their importance to the customer.

What to look for:

- Repeat business

- Average purchase value

- Number of reference sales

Satisfaction

Customer satisfaction is measured by most companies. The challenge is that there are several factors that influence how satisfied customers are. The way customers are handled by your people is critical. Each customer segment will need different treatment and will also need targeted messaging to experience that they are catered for. Whether your campaign products are actually on the shelves in all your stores can also have a big impact.

What to look for:

• Response to customer surveys

• Feedback in social media

Brand ambassadors

Social media has made brand ambassadors more important than ever. Sharing experiences with a large group of people online has never been easier. If you run a campaign that targets brand ambassadors in social media you can easily measure the effect. You may also want to run an offline campaign where you distribute gift cards to your ambassadors which they can give to their friends. If the gift cards can be traced to the campaign this is also highly measurable.

What to look for:

- Feedback, engagement levels and shares in social media

- Visits based on affiliate marketing

- Conversion rates of references, ie how good are your ambassadors

Return on marketing investments

Ideally you want a dashboard that provides an overview of all the measurements mentioned here, or the ones that you find important to your business, so that you can easily monitor the effects of your campaigns, training and improvements. This requires that you collect measurements from all channels and tie them to the customer journeys in each marketing channel.

How BAM by Papirfly™ can help you succeed with a multichannel marketing strategy

So, what do you need to succeed with a multichannel marketing strategy?

Here are the most important factors:

- Establish and maintain a single view of the customer across all channels

- Implement a PIM for all your product information

- Implement an MRM platform for producing brand consistent marketing collateral across all channels

- Establish an effective CRM, measure all interactions and visualize your measurements on a dashboard

- Create a consistent customer experience across all channels

BAM by Papirfly™ is the all-encompassing Brand Activation Management tool that allows retailers to create, edit, update and manage marketing materials. From one centralised location, you can create studio-standard assets with no agency help needed.

Why choose BAM?
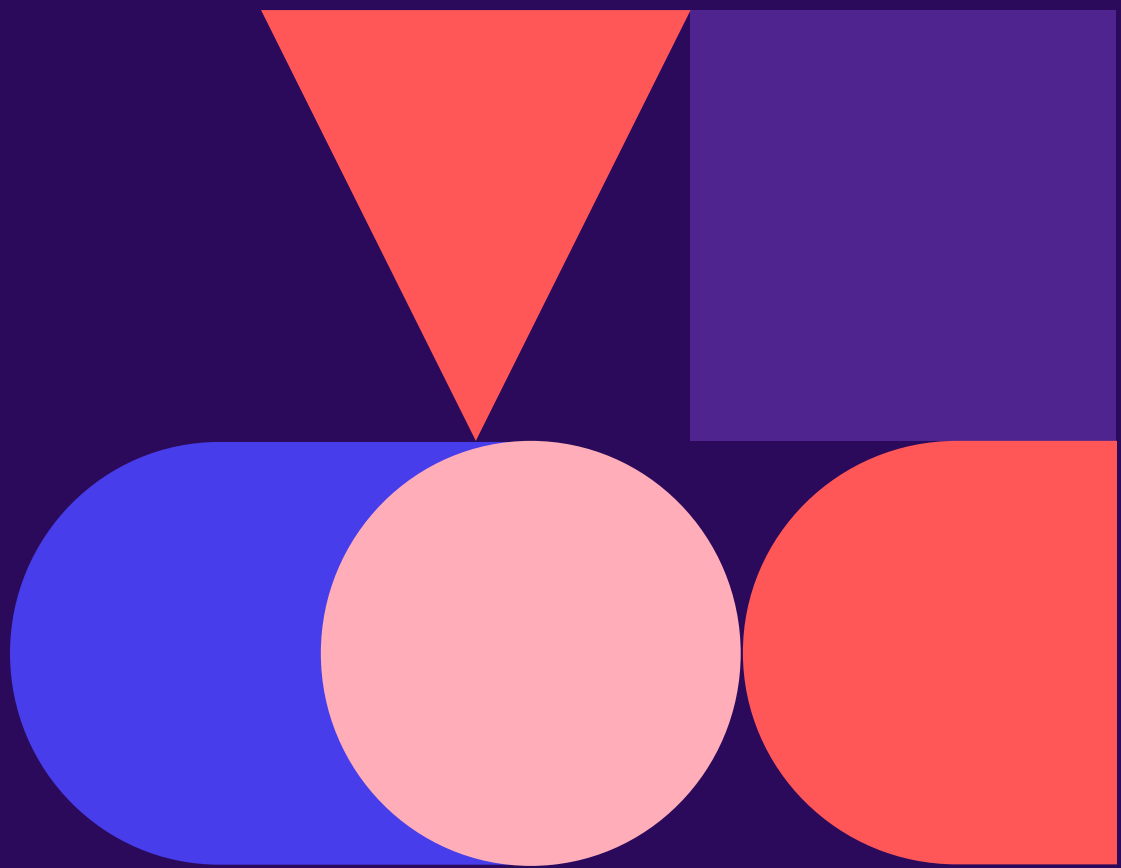
Empowering global brands

For over 20 years we've been helping some of the world's biggest brands automate difficult marketing tasks, delivering real value in brand governance and employee autonomy.

Every brand has a promise – and ours is to deliver quality, consistency and efficiency for each and every one of our industry-leading clients. If you believe there's a better way for your teams to be more productive, you've found the answer.

BAM by Papirfly™ transforms the way marketing teams work, empowering the creation and delivery of studio-quality assets across all channels in a matter of minutes – strengthening brand governance and providing every location to stay aligned to the brand whilst speaking directly to their customer base.
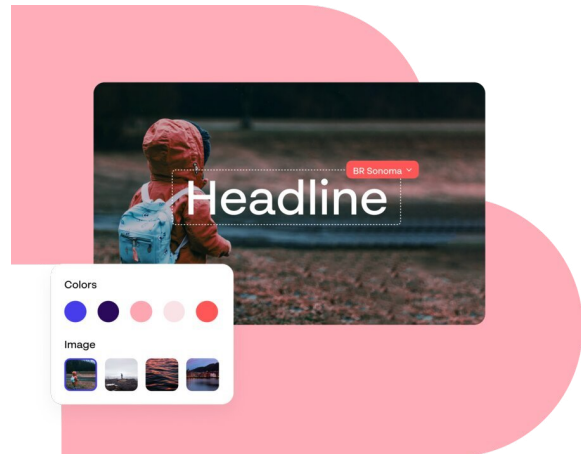
How can BAM do this from one single platform?

One home for your brand

Educate

With Brand Hub, prepare everyone across your business to champion your brand with an undisputable single source of truth – cultivating a consistent, global experience of what your brand stands for.

End-to-end brand activation

Manage & Share

Effectively organise material with Digital Asset Management (DAM), align marketing operations and plan effectively, approving and assessing multiple campaigns – governing usage across all touchpoints and giving marketing teams a clear sense of direction.
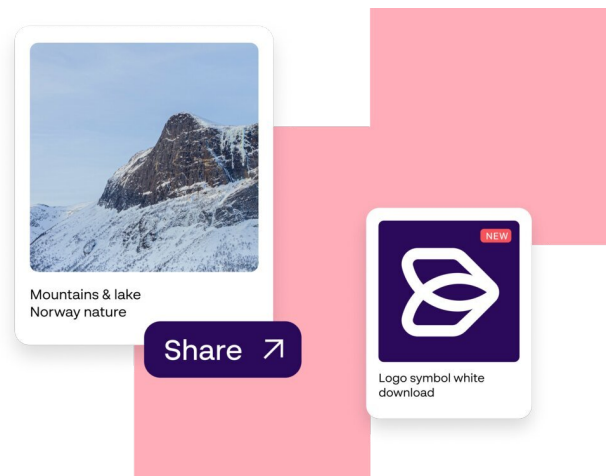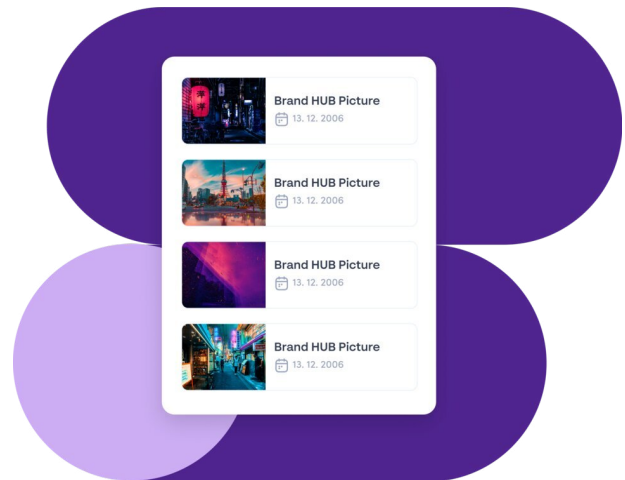
A bird's-eye view of your brand

Plan & Collaborate

Oversee and align your organisation by creating streamlined processes – giving tailored access across all asset-creation templates as you create clarity around marketing materials and the campaigns they serve.

Asset consistency across your global brand
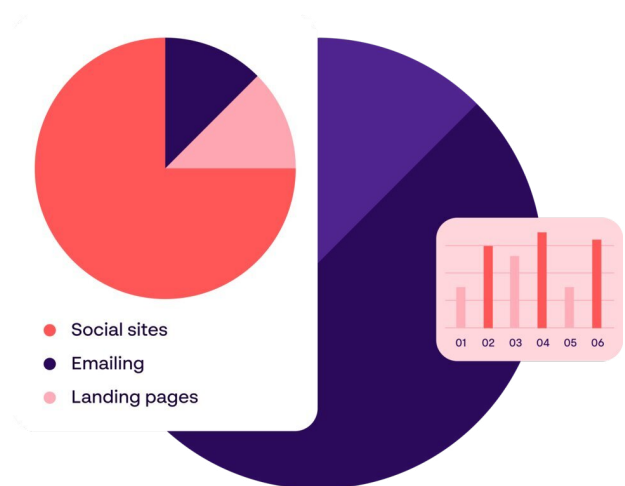
Create & Activate

Customise templates so all digital and print collateral is already pre-approved for studio-quality asset creation by in-house teams – our Template Studio provides a positive user experience and peace of mind that you're creating a responsive brand for your global customers.
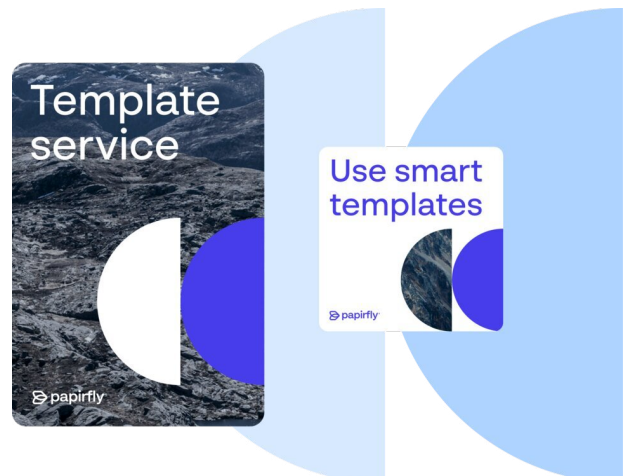
Driving brand strategy based on valuable data

Measure & Optimise

Access insightful reports and identify trends and market needs through user-level analysis – comparing different campaigns and gauging success with full visibility of asset creation and volume to guide future output.

Brand Activation Management - a better way

BAM by Papirfly™ is the all-in-one solution for:

Employer branding

Recruit, retain and empower the best talent to make you the employer of choice in your sector and create loyalty with a clear and consistent global employer brand.

Corporate

Establish a central, united, global identity and create a responsive culture that speaks with one visionary voice across all teams and regions.

Retail branding

Deliver a fluid, uninterrupted and completely consistent omnichannel experience to – online and in person – and maximise your bottom line.

Distributed marketing

Integrate your campaigns with any channel, speeding up time to market, giving everyone who sells your brand to do so with the nuances needed at a hyper-local level.

Book a demo and discover the possibilities

A member from our team of experts will guide you through a live demonstration of our platform, helping you to further understand how Brand Activation Management empowers your marketing operations.

Ask any questions, see our solutions in action and get the bigger picture of how BAM by Papirfly™ can increase ROI whilst improving and never compromising brand consistency.

Book a demo today

Ready to talk?

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LinkedIn
Explore our Resources

Contact us

www.papirfly.com

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