ORACLE

Essential Strategies for Cross-Channel Marketing

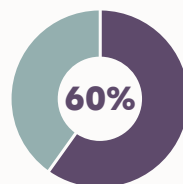**Ignite Guide**

A NINE-MINUTE READ

Engage customers across every channel and on any device

In today's marketing world, customers dictate the terms and times that they interact with brands. 60% of customers now have higher expectations of their digital experience than before COVID-19.[1] They want to engage with your brand on the channel of their choice and be able to cross over to a different channel seamlessly.

The challenge for marketers lies in keeping up with customers and anticipating their wants, preferences, and needs across multiple devices and channels with a consistent, personalized experience. Cross-channel marketing creates more visibility and touchpoints for brands to interact with consumers at retail storefronts, on TV or radio, and across digital channels, such as email, social, mobile, and display.

Cross-channel marketing:

- **Offers shoppers more choices to engage** with your brand and less friction across their entire experience

60%

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- **Creates more consistency in your brand voice** and messaging across channels for a stronger and more singular impact

- **Drives more customer loyalty** (and in turn a quicker ROI) by addressing and anticipating customer needs

This guide will help marketing leaders better understand how to execute successful cross-channel marketing campaigns.

What's inside?

Cross-channel marketing, defined

Cross-channel marketing engages your customers and prospects across every digital channel and any device.

At times, cross-channel marketing can be confused with two other related forms of marketing, namely multichannel and omnichannel. However, there are significant differences between the three.

Multichannel marketing means using multiple channels to connect and engage with customers. They, however, are not connected to each other, and thus do not provide a seamless, connected experience.

Cross-channel employs multiple, connected channels to reach customers. This allows for an easier and more seamless transition from channel to channel. The different channels record information about the customer and communicate it between each other, so they can all come together into a single, consistent customer journey.

Omnichannel involves multiple channels being interconnected as well as interactive. These channels simultaneously exchange information about customers and join together to create a seamless, comprehensive experience.

Cross-channel marketing, defined

Personalization is key.

Using customer data, marketers can better person-
alize their cross-channel marketing touchpoints. The
better marketers understand their customers and
the channels and content they prefer, the better they
can deliver solutions that can make their customers'
lives and jobs easier. The more marketers can person-
alize, the better the chance they have of engaging,
delighting, intriguing, and winning over customers.

This customer data can come from tracking customer
behaviors across channels and devices to gain an
understanding of their interests and preferences.
Marketers can also utilize A/B and multivariate testing
to see what different elements of cross-channel
campaigns customers better respond to and then
tweak, improve, and optimize accordingly.

+287%

**Marketers using three or
more channels in any
one campaign earned a
287% higher purchase rate
than those using a
single-channel campaign.[2]**

Build your foundation

In order to execute a successful cross channel initiative, brands should consider and implement the following steps

1. Use data to inform your strategy

To create a successful cross-channel campaign, marketers should leverage data to inform their approach. Data captured from multiple channels will help identify patterns of behavior. Using this insight, you'll be able to establish who your target audience is, the channels they use to engage with your brand, and the messaging they respond to. This data will also indicate points in the customer journey where customers are dropping off and inform opportunities to optimize the experience with personalized experiences or engaging content.

The top three organic content distribution channels B2C marketers report using are social media platforms (82%), their organization's website/blog (79%), and email (76%).[4]

2. Build customer profiles and segment

Personalization is an important part of launching a successful cross-channel campaign. According to a report by SmarterHQ, 72% of consumers say they only engage with personalized messaging.[3] Create customer profiles based on how your customers interact with your brand. This will help you understand your target audience's purchasing habits and the campaigns that influence them. Use data to identify commonalities between groups and start building out your segments based on this insight.

3. Create content tailored to audience, device, and channel

Now that you've segmented your customers, the next step is to create and customize content to meet their needs and optimize it for use across every channel. Consider adopting dynamic content that is shown to the reader based on an action they've taken and ensure that content has similar look and feel across different channels to keep brand experiences personalized and consistent.

4. Define success metrics

Knowing what you want your cross-channel campaigns to achieve will help align your efforts to business goals and make campaigns easier to optimize over time. There are key metrics you can track to understand campaign performance across channels. For example, to measure the performance of your website channel, consider each visitor's session duration to understand their level of interest. Look to analytics tools on your social channels to understand how visitors to your pages engage with your content. Finally, look to your email marketing metrics to understand how well your messaging and content is resonating with your target audiences.

Five steps to get started with cross-channel marketing

To make the most of cross-channel marketing, your strategy must follow these steps.

01 Eliminate data silos

The biggest hurdle to cross-channel marketing success is data silos. Silos prevent marketing organizations from providing a personalized and seamless cross-channel marketing experiences. Start by consolidating and centralizing data into one system and provide your marketing team with access to relevant data points. Different departments need to work together to coordinate cross-promotions with consistent messaging and branding across all mediums.

02 Extend your touchpoints

Cross-channel marketing allows you to create additional customer touchpoints. Each touchpoint provides the opportunity to engage your customer and collect more data to optimize your marketing. Consider adding touchpoints such as emails, surveys, newsletters, and gated content.

03 Test your efforts

Improve conversion rates by adopting A/B testing. A/B testing sends your cross-promotional efforts to half of your audience to see how well it performs. These tests enable you to determine if your ~~cross~~ promotions are appealing to your audience and if they're helping to drive sales. You can also test different elements in your cross-promotion to determine what's working and what isn't. You can even test multiple variants (more than just an A version and a B version) with multivariate testing.

Five steps to get started with cross-channel marketing

04 Deliver cross-channel content

Save time and resources by investing in creating content that can be used across different channels. For example, a white paper can be repackaged into a blog post that can be used on social media, email copy can be repurposed as landing page copy, and video can be used as audio in a podcast. Once you understand what content resonates with your audience you can deliver it in multiple formats across all channels. This helps to create a consistent, seamless experience from channel to channel.

05 Track performance and optimize

After collecting customer data across all touchpoints, testing different elements of your cross-channel campaigns, and tracking the performance of your content across different channels, you'll be able to determine what you need to change, update, or optimize to improve engagement. You'll be able to identify the channels your audience is most active on and where they interact with your brand. Using these insights you'll be able to further personalize and enhance your customers' experiences.

The power of cross-channel marketing

With a cross-channel marketing solution on your side, you'll be able to manage and orchestrate interactions with customers across all channels—realizing the full value from your cross-channel marketing strategy.

1. Engage with consumers on their preferred channels

Consumers engage with brands across multiple devices, platforms, and apps. When brands adopt more channels they increase visibility of their business, services, and products. You can even use one channel to drive traffic to another. For example, promoting your product on YouTube could drive traffic to your website.

2. Create personalized experiences that convert

A data-informed campaign will deliver the right content in front of the right people on the right channels. By launching personalized marketing campaigns across multiple platforms and devices, you'll see higher engagement and conversion rates from your customers.

3. Deepen customer relationships

The better you understand your consumers and reach them on the right platforms, the more positive their experiences will be, and the more loyal they will be to your brand.

4. Gain a competitive edge

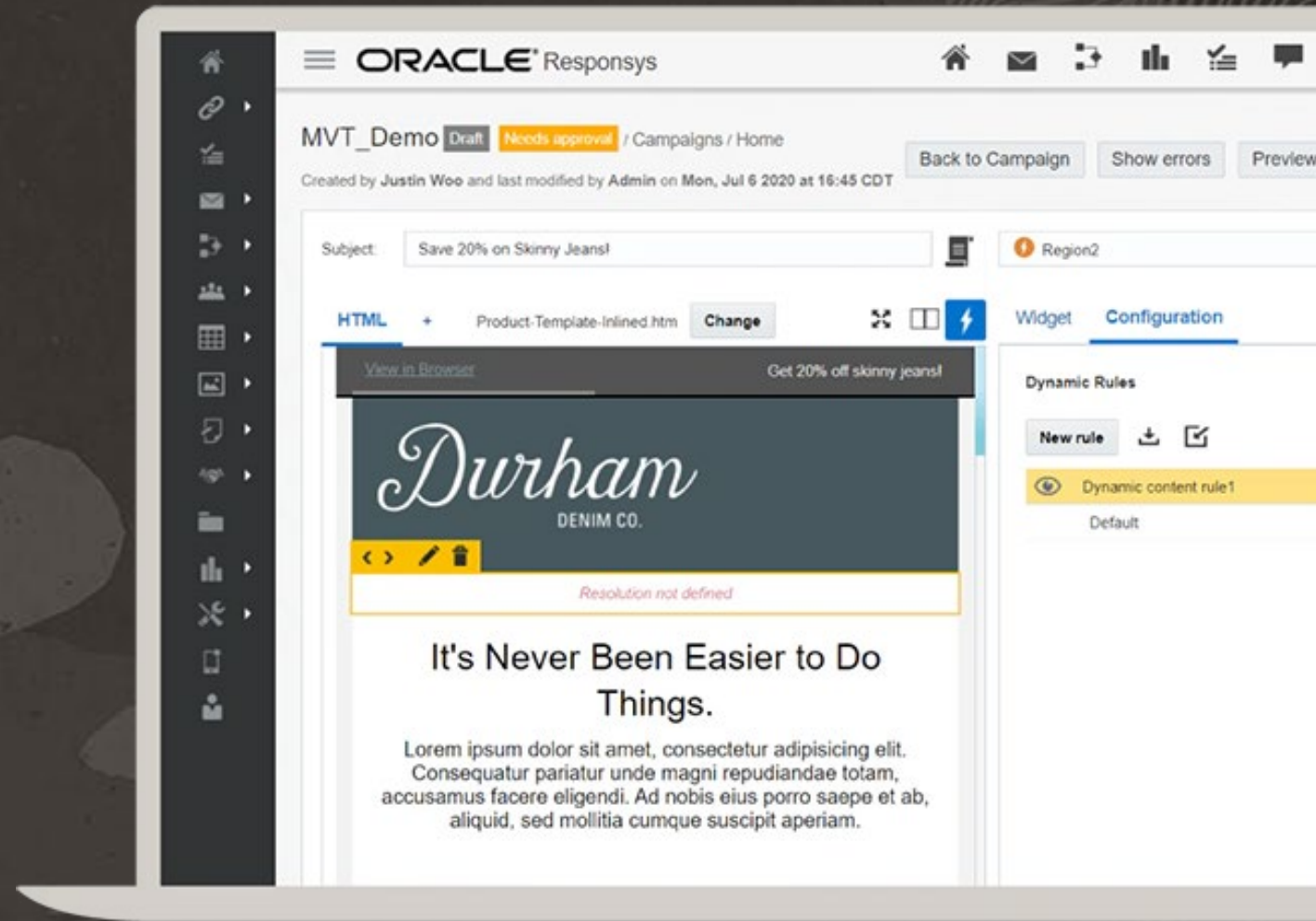Cross-channel marketing enables you to reach more consumers and deepen relationships. The data you collect can be mined, compiled, and use to gain insights into your customers, giving you an advantage over the competition.

Use Oracle to create consistent cross-channel experiences

Ensure your brand voice is consistent across email, SMS, mobile, push, web push, and social for every recipient. Enhance the customer's experience by providing a unified voice across all touchpoints and channels, using Oracle Responsys Campaign Management.

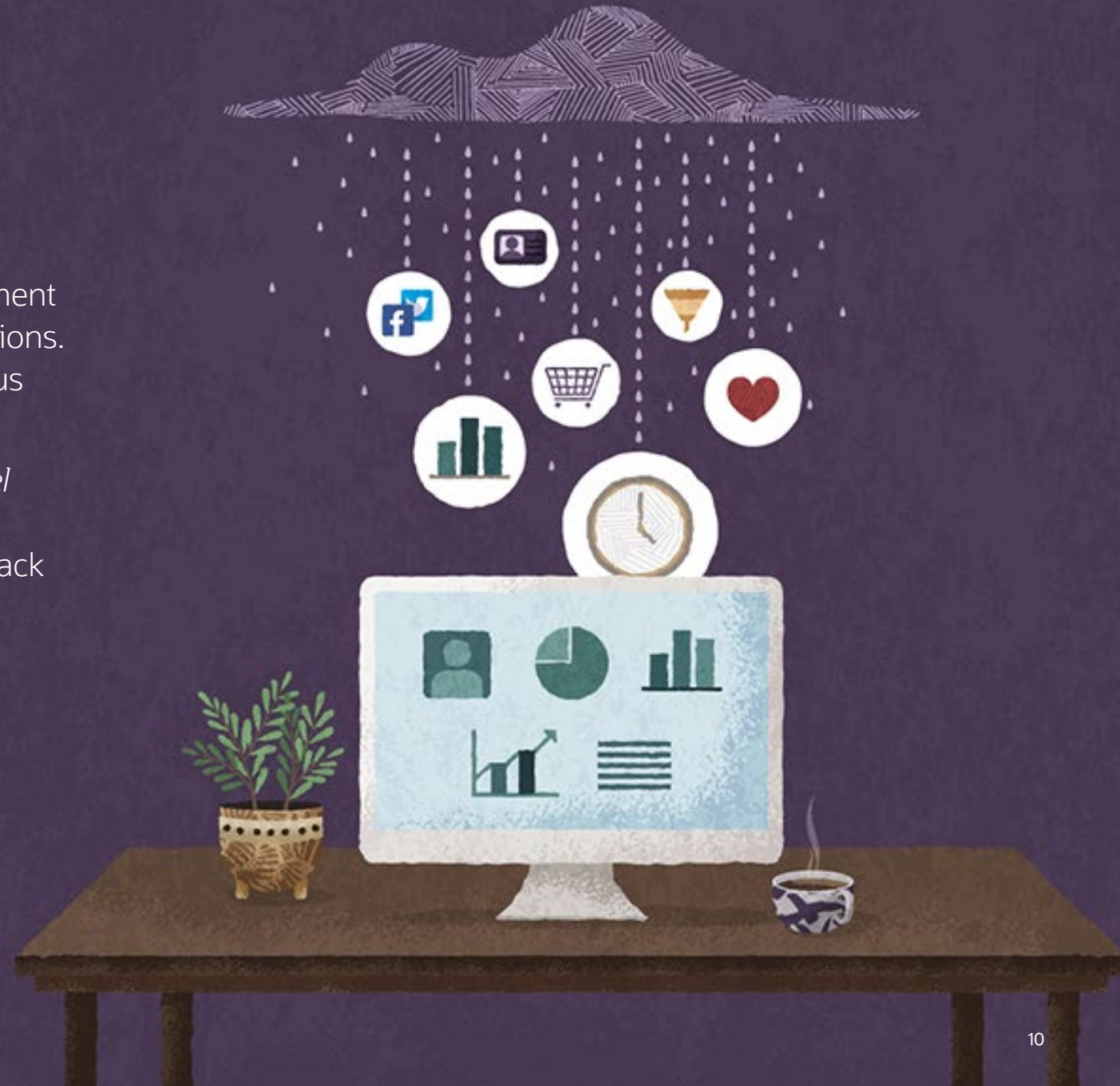**Learn more <u>here</u>.**

To the experience-maker who's always moving forward

As modern customers seem to shape-shift from one moment to the next, it's critical to maintain pace with their expectations. To help, we created the Ignite series to fuel your continuous pursuit of customer experiences that always hit the mark.

Guides like this one, *Essential Strategies for Cross-Channel Marketing*, aim to advance your expertise and help you craft foundational strategies in less time. So you can get back out there to captivate customers and drive revenue.

What will you discover next?

- Blog: 7 Reasons You're Missing Cross Channel Marketing Opportunities

- Replay: Cross-channel marketing: How DSW Creates Connected B2C Experiences

- Blog: 5 Examples of Brands Using Cross-Channel Tactics to Drive Real Results

About Oracle Advertising and CX

Make every customer interaction matter by connecting all your business data across advertising, marketing, sales, commerce, and service. Oracle Advertising and Customer Experience (CX) is a connected suite of applications that goes beyond traditional CRM to help you create and nurture lasting customer relationships. Build a complete view of every interaction and every customer, no matter how and when they engage. Empower your entire business to deliver exceptional customer experiences—from acquisition to retention—and everything in between.

Sources

1. "Global Insights Report: September/October 2020," Experian, last accessed September 20, 2021

2. "2020 Omnichannel Statistics Report," Omnisend, last accessed September 20, 2021

3. "Privacy & Personalization: Consumers share how to win them over without crossing the line," SmarterHQ, last accessed September 20, 2021, Complete form to download

4. "B2C Content Marketing, Budgets, Benchmarks and Trends. Insights for 2021," Content Marketing Institute, last accessed September 20, 2021

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