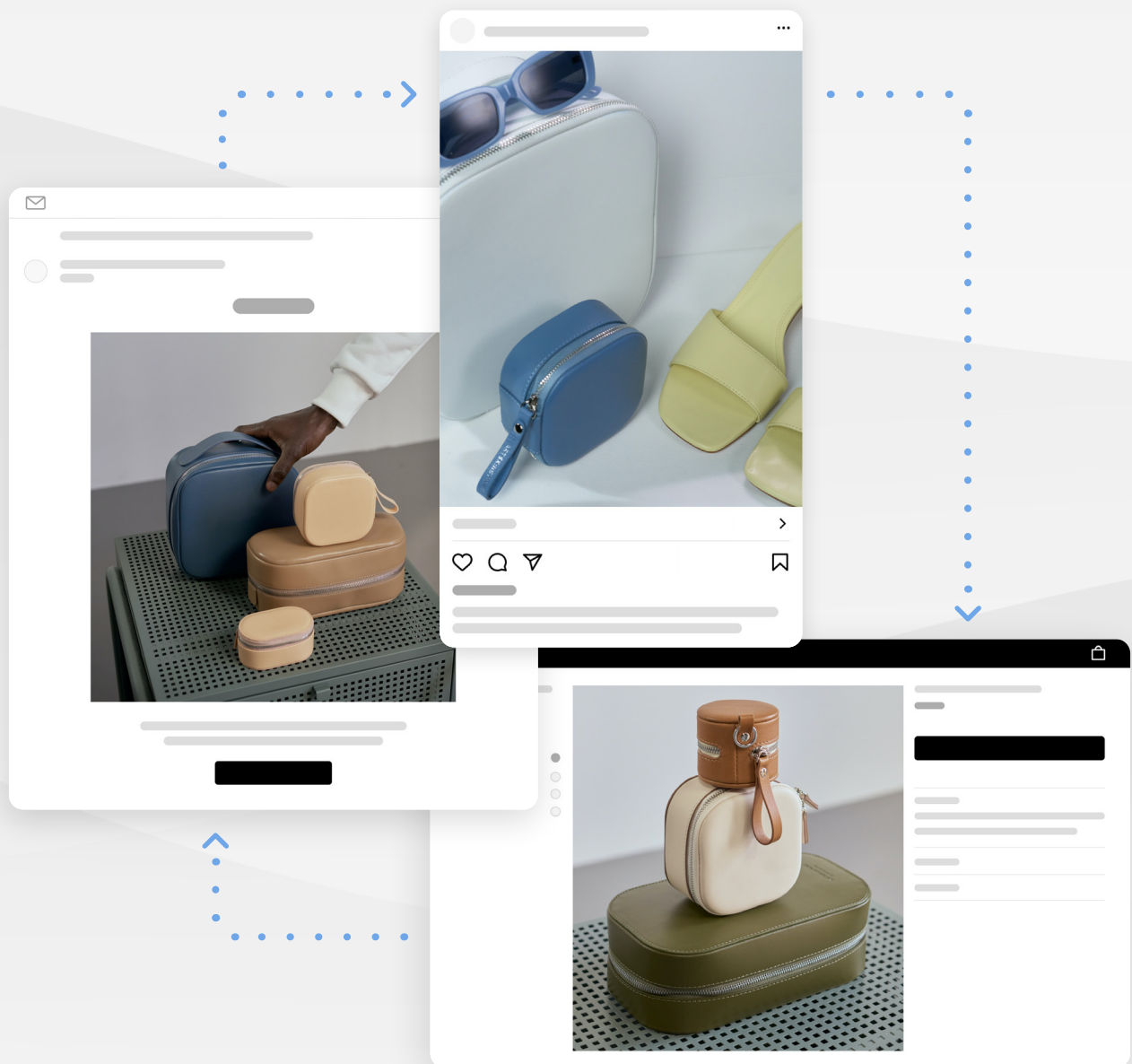


DASH HUDSON

# How to Launch an Omnichannel Marketing Strategy



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An omnichannel marketing strategy is the secret to revenue growth in today's digital era, and it has quickly become an essential element of any leading brand's growth. Fashion brand founder Aubrie Pagano put it simply: "The future of brands is omnichannel—it's going wherever your customers are, whether that's live commerce or retail, or online through a traditional PDP."

Investing in omnichannel marketing offers a powerful value proposition for brands across industries. Consumers that engage with omnichannel brands spend somewhere between 50 and 300% more than traditional shoppers, and omnichannel campaigns see a purchase rate 287% higher than single channel campaigns—proving the invaluable opportunities an omnipresence can offer brands.



Consumers that engage with omnichannel brands spend between **50 and 300%** more than traditional shoppers

Source: Worldpay



Omnichannel campaigns see a purchase rate **287% higher** than single channel campaigns

Source: omnisend

Omnichannel marketing strategies are no longer exclusive to retailers. Giving consumers what they want, when they want it, will be critical to revenue growth and relevance for brands no matter what industry they are a part of. The COVID-19 pandemic accelerated the need for digital transformation, pushing brands across sectors to invest in innovative technologies and new tactics to reach consumers. Omnipresent brands were able to swiftly pivot strategies to meet the shift in consumer behavior, while brands in industries still heavily invested in traditional marketing tactics quickly fell behind. Iteration and innovation are what differentiate the brands that emerged stronger. Marketers must adopt new ways of thinking and prioritize an omnipresent marketing strategy to fuel growth and stay relevant in the future.

What you'll learn in this guide:

- **Why an omnichannel marketing strategy is the next step for any brand executing a multichannel strategy**
- **The three core elements of an omnichannel marketing strategy**
- **Omnichannel marketing best practices for today's top marketing channels**
- **How to integrate each channel into one cohesive omnichannel strategy**
- **Insights and trends from the top omnipresent brands**
- **How to leverage social commerce to drive omnichannel marketing efforts**
- **The KPIs and tools to use to optimize omnichannel tactics and measure success**

# Breaking It Down: Multichannel vs Omnichannel

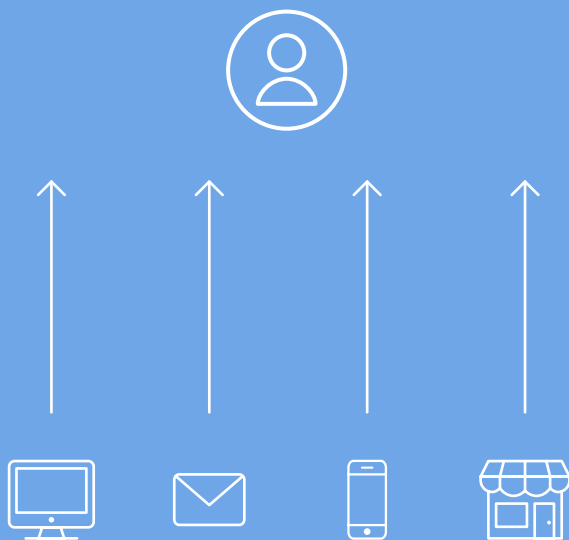
The emergence of new digital channels and shifting consumer behavior pushed marketing leaders to evolve their marketing strategies to drive digital transformation. This digital wave has prompted an increase in buzz around multichannel and omnichannel marketing. The two approaches are often used interchangeably but each require unique tactics and tools and ultimately yield different results. Hubspot best describes the underlying difference between the two: “All omnichannel experiences will use multiple channels, but not all multichannel experiences are omnichannel.”

While a **multichannel marketing strategy** is an important first step for brands to engage today’s consumer, an omnichannel marketing strategy is what captures conversions. At its core, a multichannel strategy aims to move consumers from one channel to another by sending a common message across individual channels. Most brands do this by launching cross-channel campaigns that put forward a common theme and message. Meanwhile, an omnichannel marketing strategy connects each touchpoint across channels to create a consistent customer journey. The key difference is rooted in personalization.

An **omnichannel marketing strategy** meets users at different points in the customer journey. Content served to a repeat customer is going to look different than the brand experience for a consumer in the awareness stage. A consumer in the awareness stage may get an email announcing a new product and see an ad on Instagram from the same brand with a promo code for the product. On the flip side, a loyal customer may receive a teaser email from the brand days before the product launch, as well as a series of ads across social channels prompting them to add the new product to their cart.

Brands are naturally investing in multichannel marketing strategies as a result of the growth of new marketing and e-commerce platforms. It’s an important beginning to understand who your audience is on each channel and what they care about. However, brands can no longer stop at a multichannel strategy—an omnichannel marketing strategy will be a necessity to compete in any industry in the future.

## Multichannel Marketing Strategy



## Omnichannel Marketing Strategy





## The Path to Building an Omnipresent Brand

McKinsey's *Omnichannel: The path to value* lays out three different approaches brands can take to adopt an omnichannel strategy. Brands can focus on commerce, personalization, or building an ecosystem depending on the brand's goals and holistic strategy. These three different approaches exist on a continuum and create unique customer journeys. A commerce-driven strategy is considered the first step to becoming omnipresent and an ecosystem approach is the most advanced.

### **Commerce**

An omnichannel strategy driven by commerce prioritizes the buyer journey. Creating a frictionless online and offline commerce experience is the guiding principle behind this omnichannel approach.

### **Personalization**

Personalization has been a top priority for marketers seeking to bolster engagement and online revenue as social media usage and e-commerce continues to grow. Omnichannel marketing takes personalization to the next level. An omnichannel strategy tailors interactions across channels at scale.

### **Ecosystem**

An omnichannel ecosystem is the ultimate path to building a best-in-class marketing program for your brand. The purpose of an omnichannel ecosystem is to create a brand experience that expands beyond the typical interaction between a brand and consumer. Ecosystems are fueled by always-on marketing and engagement that in turn builds meaningful relationships and communities that are rooted in emotional connections.



## Channel Best Practices

While it is important to craft a strategy that puts forward a unified experience across digital channels, marketers need to keep each channel's functionality and features in mind. Brands need to optimize content for the channel and device it's meant to be consumed on. On social channels like Instagram and TikTok, entertaining and educational content resonates with audiences. Meanwhile, consumers tend to treat Pinterest as a place to find products and curate projects, which makes it the perfect place to bridge the gap between your marketing and e-commerce channels.

As our reliance on technology increases over time, channels such as Instagram, Amazon, Pinterest, and Facebook become even more essential to marketers. The COVID-19 pandemic pushed nearly all brand and consumer interactions online. Brands with a strong e-commerce presence and a well-oiled digital marketing funnel found themselves thriving, while other brands struggled to pivot to digital marketing and e-commerce. In social marketing, brands that are prepared for new technologies are able to better adapt to global socioeconomic shifts.

“Companies seeking to keep pace with industry leaders must embark on an omnichannel transformation—one that views touchpoints not in isolation but as part of a seamless customer journey.”

Source: McKinsey's How to Capture What the Customer Wants

### Instagram

Instagram is at the forefront of any modern brand's marketing strategy. It has become a critical medium to put forward organic content to build an engaged community, as well as a top investment for paid advertising. Instagram is leading the social commerce movement, integrating new features and shopping functionalities into the channel to create lucrative opportunities for brands and consumers alike. It comes as no surprise that Instagram is poised to guide your entire omnichannel strategy.

Instagram's greatest strength lies in its ability to get granular when it comes to your audience preferences, especially using a tool like [Dash Hudson](#). This helps brands truly understand what types of visuals inspire action in their target audience and quickly pivot to put this style of content in front of consumers. The best part? This insight can be applicable across channels and platforms. The products your audience is engaging with on Instagram can influence your e-commerce strategy and paid campaigns.

#### Key Takeaways:

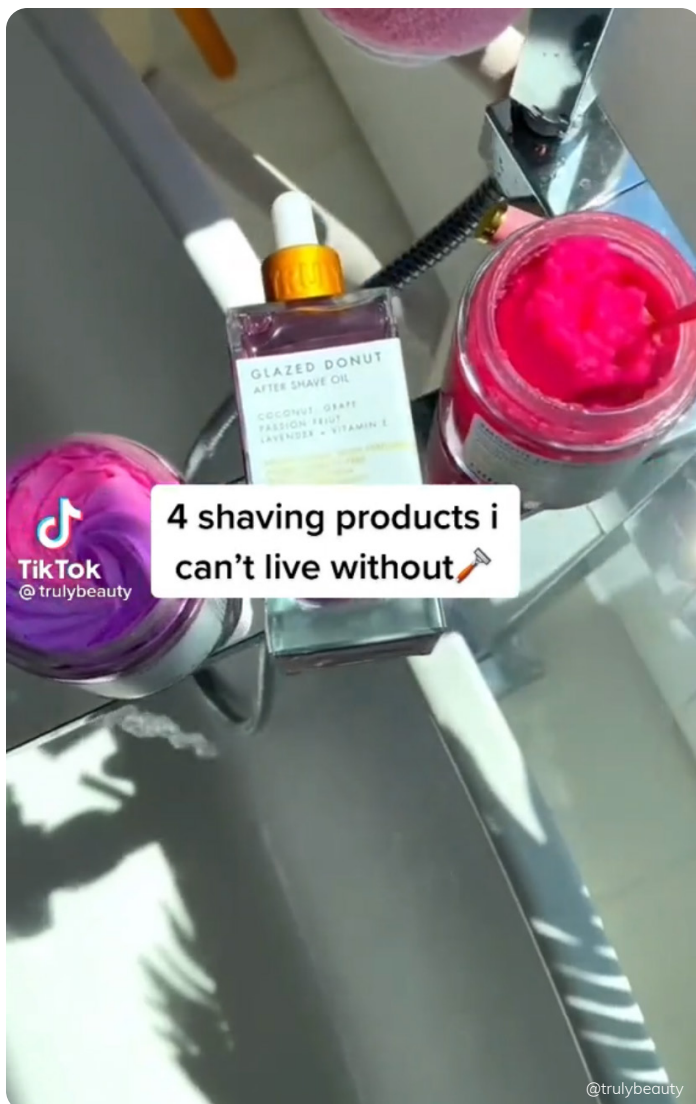
1. The insights you gain on Instagram can be applied to other marketing and e-commerce platforms.
2. Instagram's growing suite of commerce features makes it an optimal place to test new tactics and trends to iterate on your omnichannel strategy.
3. Invest in a tool that digs deep into customer insights and content trends on Instagram to maximize your marketing investment.



## TikTok

TikTok has taken the world by storm, but has often been treated as a separate entity rather than a part of brands' omnichannel strategy. The platform's algorithm and content trends have pushed marketers to think beyond traditional content creation to find success. TikTok's unprecedented growth and viral trends have started to influence other marketing channels.

**Truly Beauty's** social media manager, Tyler Moore, explains the "halo effect" TikTok has on the brand's omnichannel strategy, translating to growth across marketing and e-commerce channels. Truly Beauty repurposes viral TikTok content in email campaigns, ads, and on Instagram to take advantage of the not-to-be-missed engagement opportunities high performing TikTok content can offer. Similarly, **e.l.f. Cosmetics** has further integrated TikTok into its omnichannel strategy, in tandem with the new commerce features and other functionalities the platform has added.



TikTok should no longer live in a silo and instead be treated as a place to understand what makes your target audience tick. The learnings marketers can glean from TikTok offer unparalleled opportunities to drive engagement across marketing channels, and ultimately guide their omnichannel strategies. Short-form video and authentic brand experiences are by far the biggest takeaway from this point in time, and will continue to define the marketing landscape in the future.

### Key Takeaways:

1. TikTok will define the marketing landscape in the future. Put the platform at the center of your omnichannel strategy, especially for brands seeking to engage younger or niche audiences.
2. Leverage the insights you gain from TikTok to drive content creation for your omnichannel strategy.
3. For brands seeking to implement an ecosystem-driven omnichannel strategy, TikTok is an optimal channel to create meaningful connections.

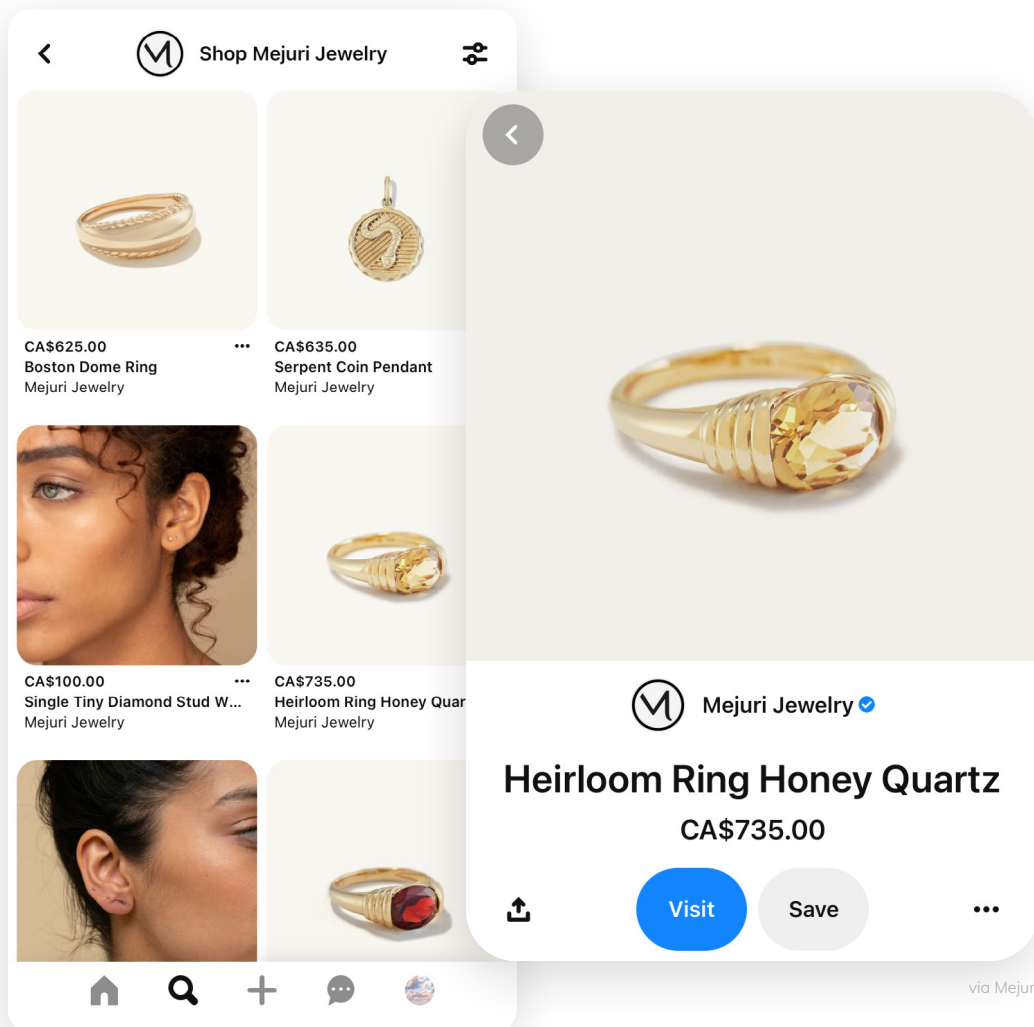
## Pinterest

At 335 million users and 240 billion posts, Pinterest is a top choice to bolster omnichannel efforts. The visual discovery engine offers premium real estate for direct-to-consumer initiatives and high-quality opportunities for new engagement. The channel attracts consumers looking to purchase what they Pin—from food to furniture, fashion, and fitness gear—which means the possibilities for brands across industries to convert Pinners into customers are endless.

The number of Pinners shopping on Pinterest rose 44% last year. And now consumers have a direct line to your Product Pins with the launch of the Pinterest Shop tab. Product Pins allow brands to pull product descriptions, prices, and inventories directly from their e-commerce platform to create Pins ready for purchase—and send Pinners straight to checkout. **Mejuri** is a prime example of a brand that uses Pinterest to bridge the gap between its marketing and e-commerce strategy. The digital-first brand understands the importance of creating a consistent brand voice wherever its content lives, and does so on Pinterest by authentically introducing new products to Pinners.

### Key Takeaways:

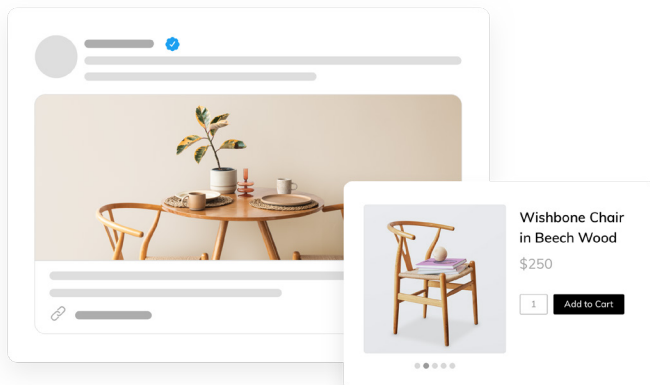
1. Pinners are primed for conversions—use this intel to guide your approach to Pinterest.
2. Approach Pinterest with e-commerce in mind, integrate product shots and educational content to move Pinners further down the marketing funnel.
3. Leverage Pinterest's commerce features to optimize Pins for conversions.





While most brands have a presence on Twitter, many are focused on the lower funnel, which tends to be the more reactionary portion of their Twitter audience. While Twitter does lend itself well to customer service, brands that use it solely for responding to requests are ignoring the many upper-funnel customer prospects that their Twitter audience has to offer. Discover why Twitter engagement should be treated less like a text-only reply bot, and more like the visual channel it truly is—a place with opportunities abound to turn your followers into buyers. Twitter is an excellent avenue to align your marketing efforts with your customer experience strategy—the two key components to a successful omnichannel strategy.

84.8% of Twitter users made an online purchase in the past month, compared to 74.5% of non-Twitter users. Tapping into the types of tweets that provide the most engagement is the first step towards leveraging the purchasing power of Twitter. The savviest brands use Twitter in earlier stages of the buyer's journey by providing their followers with content to engage with, and then driving to a product page or the brand's website.

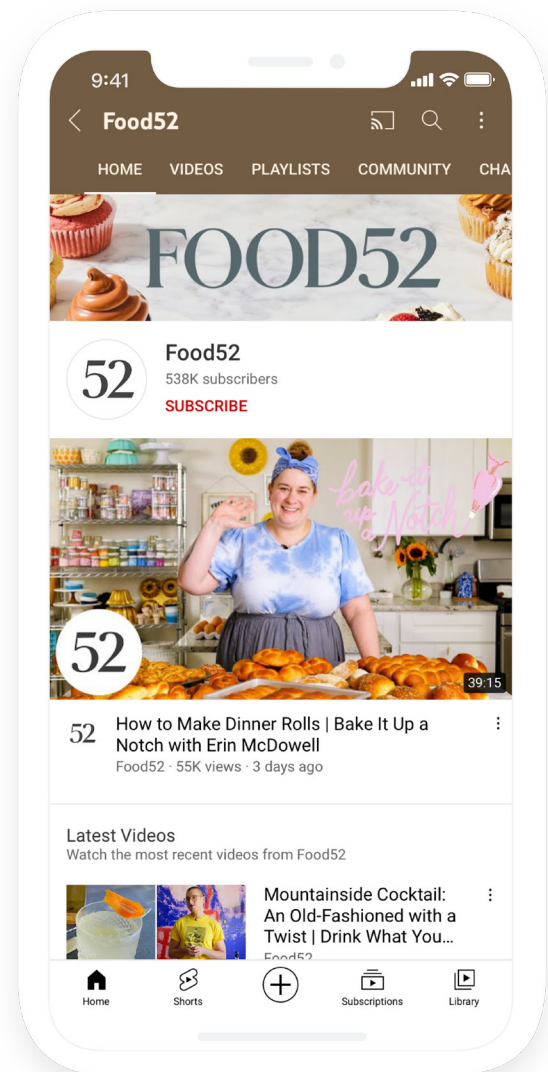


84.8% of Twitter users made an online purchase in the past month

Source: @TwitterBusiness

### Key Takeaways:

1. Twitter is an important piece of the customer journey and holds untapped potential to move consumers further down the sales funnel.
2. Instead of using the channel exclusively for CX efforts, brands need to leverage Twitter to integrate marketing and customer experience strategies to create one cohesive brand experience for consumers.
3. Take an always-on approach—respond to other brands, relevant conversations, and timely trends.



via Food52

### YouTube

The customer should be at the center of any omnichannel marketing strategy. YouTube is one part of the journey to an impactful omnichannel strategy and offers a not-to-be-missed opportunity for brands to build deeper, longer lasting connections with their fans through storytelling and education. YouTube is where your long-form content should live before you slice and dice it for other mediums. This means that you can maximize the potential for your content, while creating a consistent visual story across touchpoints.

### Key Takeaways:

1. Invest in organic and paid content on YouTube to both build an authentic community and add an additional touchpoint with new target consumers.
2. Take a mobile-first approach to content creation for YouTube.
3. Integrate organic YouTube with your other marketing channels.

# Top Brands Executing an Impactful Omnichannel Strategy

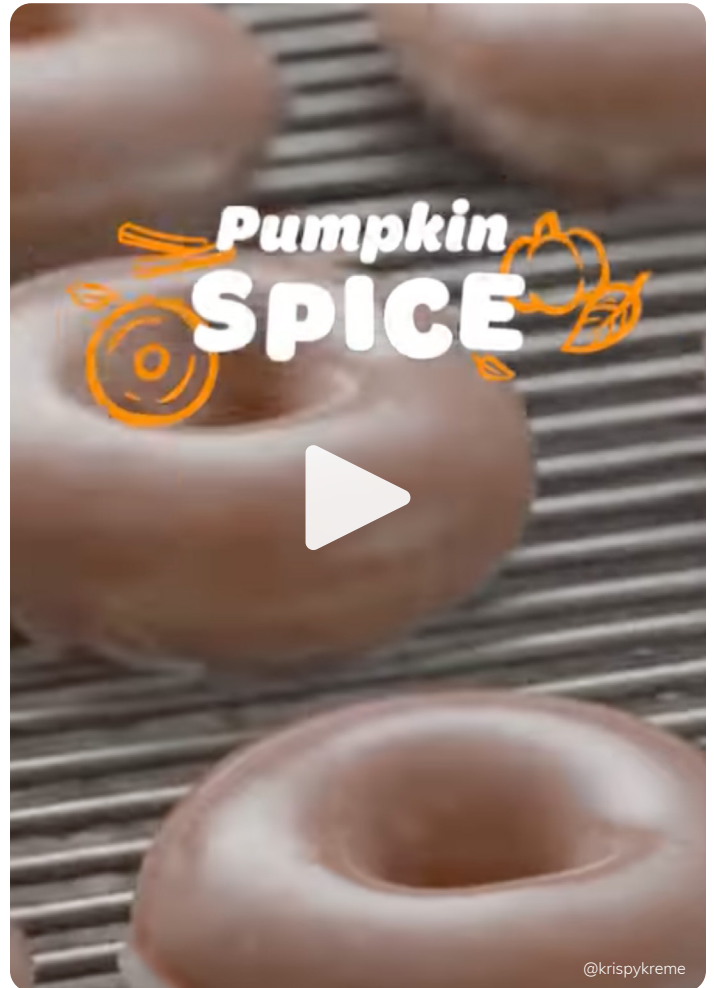
The brands we look to for inspiration are often the brands that have been investing in their omnichannel marketing strategy for a long time. These brands create best-in-class customer experiences that are skillfully woven into each touchpoint with their audiences. Brands like Nike, Target, and Starbucks led the movement towards omnichannel strategies, long before the COVID-19 pandemic, and ultimately came out stronger than their competitors on the other side as a result. Each of these brands puts their customer at the center of their strategy, demonstrating the true power of an omnichannel approach. While these household names often feel like a league of their own, they offer compelling insight for brands of all sizes to kickstart their own omnichannel marketing strategies.

## Nike

From in-store retail and run clubs, to e-commerce and its running app, Nike exemplifies the meaning of an omnichannel ecosystem. “Building a massive digital advantage” has been a priority at Nike for years. The legacy athletic brand built a robust digital marketing strategy, investing in e-commerce and online fitness platforms, to embrace and lead this shift in retail. While many brands half-heartedly adopted new digital strategies to keep up with millennial and Gen Z consumers, Nike went all in. As a result, the brand’s response to COVID-19 wasn’t focused on evolving its digital footprint—it was about leveraging the brand’s existing infrastructure to launch timely campaigns and grow an engaged community through its fitness apps, resulting in digital revenue growth of 35%.

“We are driving change to create a new more **connected and seamless experience** for consumers around the world, which is exactly what consumers want.”

John Donahoe,  
President and CEO



## Krispy Kreme

With net revenue growth of 43%, Krispy Kreme demonstrates the power of an omnichannel strategy. The donut brand invested in new channels and targeting tactics to meet more consumers where they are. The legacy brand prioritized expanding its e-commerce capabilities to increase purchase frequency. With new platforms and channels, Krispy Kreme aims to give consumers more reason to interact with the brand. A commitment to omnichannel growth helped the brand achieve unprecedented growth in its 84-year history.

## Sephora

Sephora integrated digital channels into its brand DNA to lead the shift towards e-commerce in the beauty and retail sectors. By connecting the physical store experience with its app, the brand is able to amass the data it needs to create a personalized customer journey. Sephora’s commitment to its digital transformation has set the brand apart from the retail sector and proves that a digital-first approach is still critical in a brick and mortar market.

# Tools, Trends, and Technologies for Omnipresent Brands

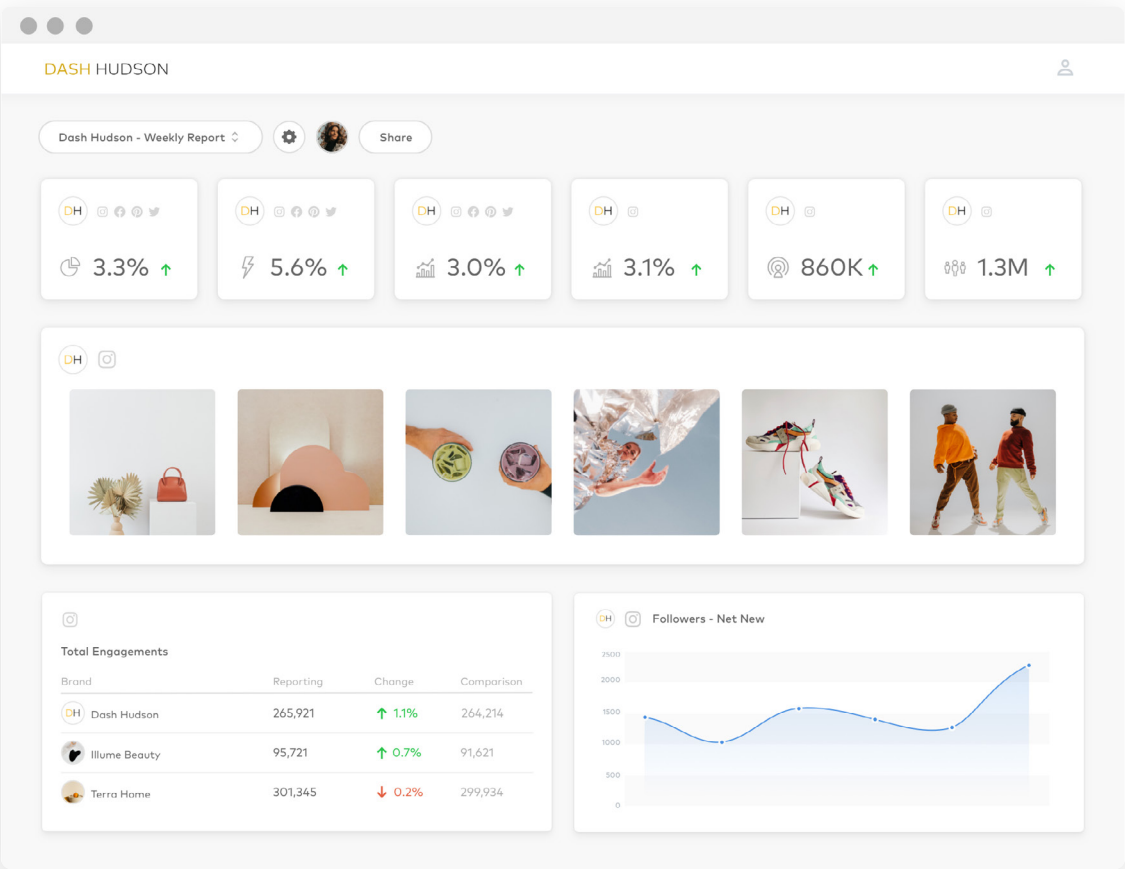
As the digital habits of customers evolve, the approach brands take to social media must evolve with them. A seamless e-commerce experience and investing in building an online community are aspects of digital strategy that have become expected of brands and retailers. While it is a daunting task to many brands, they can execute a flawless omnichannel strategy with the right tools and technologies.

Brands are often slow to adopt omnichannel marketing strategies because they don't have access to the right technologies. To create a personalized customer journey, marketing leaders need to equip teams with the latest technologies and tools to streamline the path from engagement to purchase.

Here are some of the latest tools and key technologies that are essential to building an omnichannel marketing strategy:

## Multichannel Reporting

A dedicated [dashboard](#) that visualizes your performance across key marketing channels and handles not only saves marketers valuable time and resources, but offers a comprehensive view of where your marketing dollars are going and where ROI is highest. Omnichannel marketing strategies require intuitive reporting that spans multiple touchpoints and equips teams with the insights they need to drive decision-making.



## ☆ AI Technology

Predictive visual technologies have quickly become an integral part of leading brands' content strategies. Tools like Dash Hudson's [Vision](#) analyze your brand's library of owned, earned, and paid content. Vision identifies your best content, and offers real-time recommendations on which photos and videos to use and when to publish them to drive meaningful ROI across marketing channels.

## 🛒 Link in Bio Tools

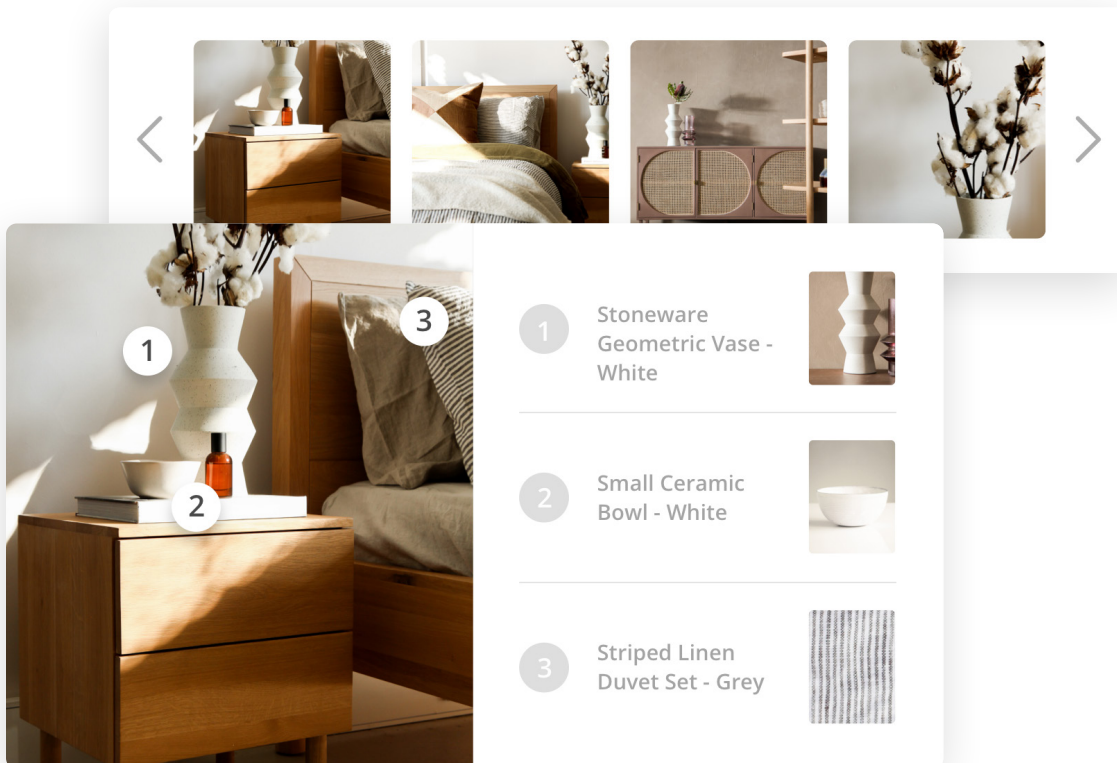
Consumers value a frictionless commerce experience more than ever. To bolster the commerce capabilities that channels like TikTok and Instagram have to offer, [link in bio solutions](#) offer a direct path for consumers to go from engagement to check-out in one easy step. These types of tools are critical to elevating your omnichannel marketing strategy.

## 📊 Content Segmentation Technology

Content pillars are key to building a marketing strategy that speaks to the many elements of your brand voice, products, and community. They also help brands articulate which types of content will resonate with each target audience segment. Dash Hudson's content segmentation and measurement tool, [Boards](#), unlocks the power to segment content to reveal what's working and what's not at a glance to guide content planning.

## 🖼️ On-site Galleries

Leveraging top performing social media content on e-commerce sites has proven to bolster online revenue efforts and put forward a unified brand voice. With tools like Dash Hudson's Spirit Galleries, brands can embed photos and videos in fully customizable, curated arrangements that are shoppable on your website. By empowering customers to shop any product in an image with multi-link functionality, brands can track conversions and surface key metrics.

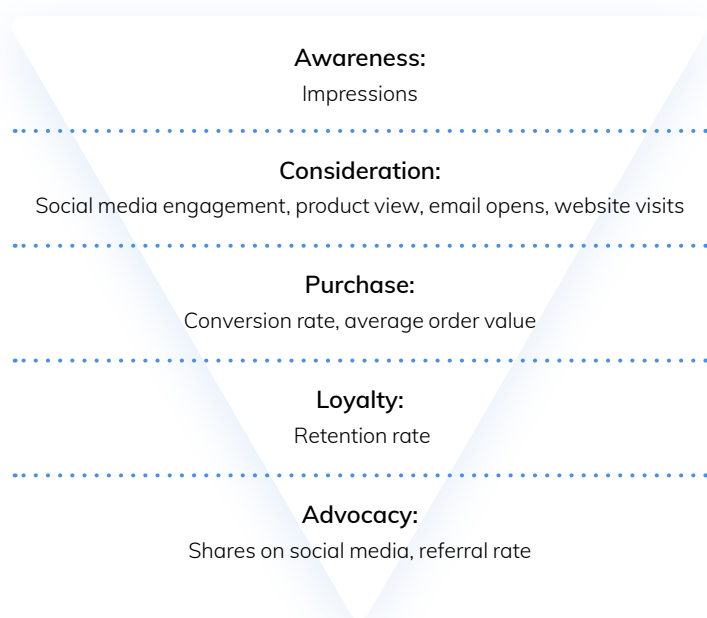


# The Recipe for Omnichannel Success: Data

An omnichannel marketing strategy is nothing without data. Data-driven insights are the heartbeat of any high performing omnichannel marketing strategy. To build a strategy around your target customer, brands need to understand who their customer is, what resonates with them today, and what will inspire them tomorrow.

To hone an omnichannel strategy, brands need to measure results, track wins and failures, and, most importantly, iterate. Unlike a multichannel strategy, where brands will often launch a campaign and report performance after the fact, omnichannel strategies require constant attention. Understanding where your customer is in the marketing funnel at all times is what fuels omnichannel success. Setting KPIs for each stage of the funnel helps brands identify strengths, pain points, and which initiatives are moving the needle.

## The Marketing Funnel



To fully measure and drive performance across each stage of the marketing funnel, marketers need to bring various business functions together. This could include product, customer service, sales, and operations stakeholders. This ensures that the entire organization is putting the customer at the center of their strategy, and is what will integrate omnichannel thinking across the organization.



## The Power of Omnipresent Brands

Brands need to be agile to stay ahead in the era of digital commerce, and brands that have the systems in place to be agile are proving to be more resilient. In a similar vein, brands with robust digital capabilities are seeing their engagement and sales rise, while those who neglected to invest in social media marketing are now playing catch-up to find success. With an omnipresent approach to marketing, brands can nurture target consumers and meet them on their channel of choice. There's no telling what the future will bring, but an omnichannel strategy will keep brands prepared for whatever the future holds.

To learn more about how Dash Hudson can help your brand build a successful omnichannel marketing strategy, [request a demo today](#).