

mengage

A Beginner's Guide to Omnichannel Marketing using Marketing Automation



About the eBook

Today's consumers live in a hyperconnected world. They switch between different screens within seconds. They seek information online before going to the nearest shop to purchase a product. A seamless and frictionless shopping experience throughout the buyer's journey is hence not an option; it's a necessity. As a marketer, you have to think beyond desktop, mobile, and smartphones. The screens don't count; the experience counts. You need to take a holistic approach to offer the customer whatever they want at any given point of time of the customer journey without disrupting their experience. Adopting an omnichannel marketing approach is, therefore, the only way to ensure that your customer receives a superlative experience throughout the customer journey.

According to a recent study by OmniSend, e-commerce companies offering omnichannel experience showed 90% higher customer retention than the ones offering single channel experience.

So, put your marketing hats on and gear up to master the art of omnichannel marketing.

In this eBook, we get to the basics to explain what is omnichannel marketing and how you as a retailer can leverage marketing automation tools to build a consistent experience across different phases of the customer journey. We will also take you through how you can plan an effective omnichannel marketing strategy to win this new game of marketing!



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Chapter 1 - What is Omnichannel and Omnichannel Marketing?

Wikipedia defines omnichannel as a cross-channel content strategy that organizations use to improve user experience . It means instead of using different channels (both offline and online) in isolation; you have to integrate and orchestrate them in a manner that they offer a consistent experience to the user irrespective of the channel.

To understand why omnichannel is so critical for a business that has both online and offline presence, let's look at a few search patterns reported by Think with Google.

According to a study by Think with Google, there has been a 200% increase in mobile searches for "open" + "now" + "near me" in the last two years .

 **200%**

increase in mobile searches for "open" + "now" + "near me" in the last two years.



Consumers are also going online to track the status of their packages, for product availability, and to get information on customer service.

 **6x**

growth in mobile searches for "can I/to buy" + "near me" in the last two years.



 **120%**

growth in mobile searches for "track" + "package" in the last two years.



 **400%**

growth in mobile searches for "24/7" + "customer service" in the last two years.



All these search behaviors point towards one trend - customers are impatient, and they search online for instant information. Another interesting behavior to note here is, customers from all stages of customer journey go online for information. They could be a first-time customer looking for a shop close to their location, a customer who has purchased a product and awaiting an update on the delivery, or a customer calling the customer care center for post-purchase support.

As a marketer, it's important to think like a customer to know how they would engage with your brand and use that information to plan the customer journey.

With omnichannel marketing, you will be able to plan your customer journey better.

What is Omnichannel Marketing?

Here's how HubSpot defines omnichannel marketing .

Omnichannel marketing seamlessly integrates the different communication channels that businesses use to communicate with customers. This approach uses the customers' perspectives and interests to optimize the consistency of the company's marketing messages. By uniting the strengths of each communication channel, marketing teams can use omnichannel marketing to deliver a more consistent and effective brand message.

Omnichannel marketing integrates both offline and the different online channels such as website, mobile ads, social media, and email to create a unified experience for the customer at every touchpoint and to make sure that you are visible on the internet.

Omnichannel marketing does not work in a linear way. Your customer may order for a product online and pick it from the store, or they could purchase something in-store and have it delivered to their homes. As a marketer, you have to interplay between both the channels (offline and online) to increase the engagement with the customer.

Chapter 2 - Why is Omnichannel Marketing Important for Customer Journeys

In the previous chapter, we saw how consumers are increasingly turning to their device for quick information. The customer journey is the core of omnichannel marketing. However, as a marketer, you have to remember that no two customer journeys are the same. Every journey does not move in a similar trajectory of awareness to consideration stage. For example, the journey of shopper A who is researching for the best price for a particular mobile phone will be different from that of shopper B who is not sure about which mobile phone to purchase. Shopper B will first look for information on the different mobile phones that come with specific features and within a specific budget and then narrow their search to find the best one that meets their expectation. You have to be prepared to be visible to both the types of shoppers even if their search intent is different.

To increase your visibility, you can begin with these three things to engage with the customers at every stage of the customer journey:

Be available: Ensure that all the information related to your products and inventory is readily available online to the customer.

Be relevant: When a customer searches for a product online, they display high buyer intent. So, ensure that you show up at the right time with the right message. This will help in leveraging upon the buyer's intent and convert the prospect into a customer.

Be transparent: Give your customer a platform to engage with you post-purchase so they can find information about their ordered product at any time.

It's nearly impossible to plan personalized customer journeys without the help of marketing automation. Omnichannel marketing automation will help you to deliver the right message to the right recipient at the right time, making it easier for the customer to make an informed buying decision.

In the next few chapters, we will discuss how you can use marketing automation to plan your omnichannel journey.

Chapter 3 - What is Omnichannel Marketing Automation and How is it Beneficial?

Building customer journeys can be a complex process. Marketers have to create the right kind of message for each channel. For example, an email message will be different from the message sent as a push notification. You have to tie all of it in a way that aligns with your overall omnichannel strategy. Your strategy has to be cohesive in nature to ensure that there is consistency in customer experience.

Omnichannel marketing automation lets you automate the omnichannel process by creating strategies to target customers right from the first touchpoint such as a welcome email until the retention stage where you can personalize the content to reduce the churn rate.

Here are a few ways in which omnichannel marketing automation can fuel your marketing strategy:

Save time on manual tasks: Omnichannel marketing automation maximizes engagement across all the channels with minimal efforts from the marketing team. As your customer base expands, you have to reduce the time spent on operational activities and focus on strengthening your marketing strategies. Omnichannel marketing automation saves your time on manual tasks and allows you to focus on more significant tasks such as analyzing the customer's behavior across different channels and aligning the strategies with it.

Segment audience more smartly: With a marketing automation tool, you can create a seamless experience for your customers. You can segment the users based on certain parameters such as demography and buying behavior. You can use this data to personalize the recommendations you send to the user. This data can also be used by your sales team for prospecting and by your customer support to offer better support to the customer.

Personalize content: The smart segmentation allows you to send personalized content at the right time on the right channel. For example, you can create different content for regular buyers and for those who have not purchased from you in the last 6 months. Similarly, with marketing automation, you can also choose at what time should a message be triggered and on which channel should it be triggered.

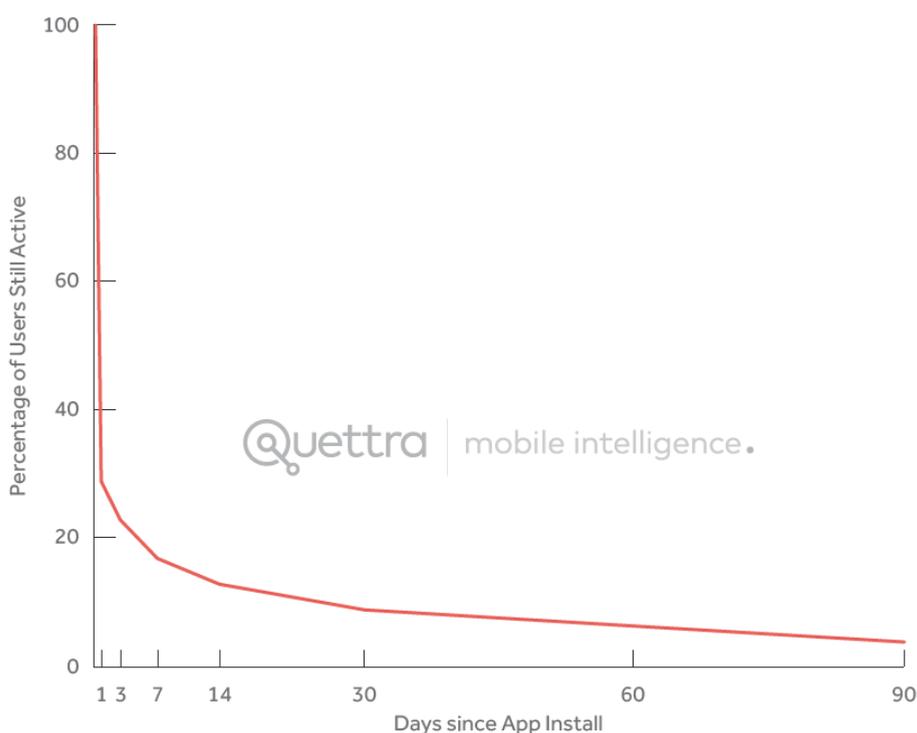
Chapter 4 - How to Use Omnichannel Marketing Automation for Different Customer Phases

In the previous chapters, we discussed how customer journey is the core of omnichannel marketing strategy. It's time to know how you can use automation at every phase of the customer journey to deepen your engagement with the customer.

1. Onboarding

Onboarding is the first step to build a long-lasting relationship with your customer. The good news is that your customer has decided to download your app or visit your app because they found it to be relevant to their needs. The onus thus lies on you to keep your customers invested in your offering. According to a study by Quetra, an app loses at least 77% of their Daily Average Users (DAU) within the first three days of installing the app. The app further loses 90% of DAU in 30 days and 95% of them in 90 days.

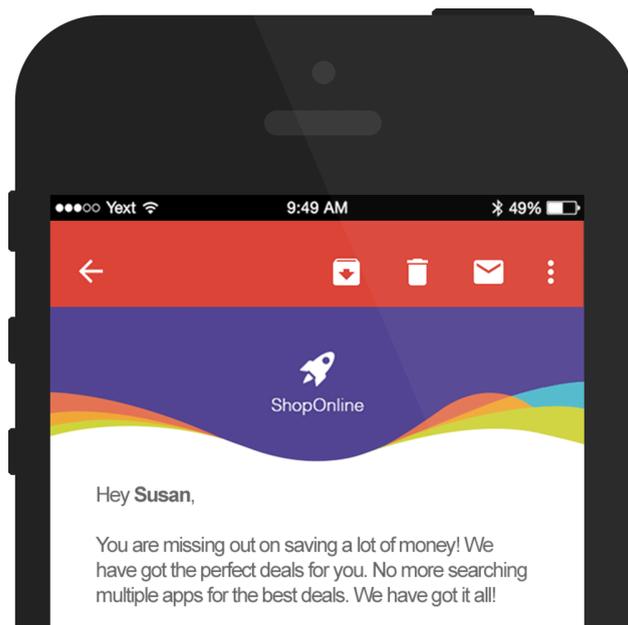
Average Retention Curve for Android Apps



Considering this is the first time your customer is engaging with your brand, you require a good onboarding strategy to develop engagement with your user. It's your only opportunity to display your value to your customer. Losing this opportunity would essentially mean losing a potential customer. Here are a few things you can do to onboard your customer.

Send a personalized welcome email to your customer: With automation tools such as MoEngage's Email Marketing Automation Platform, you can set a welcome email from the founder of your company. You can set a trigger to send the email to the customer the moment they download the app or log in to make a purchase. A personalized message preferably from the head of the company makes the customer feel important and sets the tone for future communication.

Send how-to-guides and tips to keep them interested: When a user logs in to your website or app for the first time to use it, they will need assistance to get started. You can set emails in your marketing automation platform at regular intervals such as 1-day, 1-week, and so on to keep them engaged with your app.



Here's how Shopo used an 'Always Onboarding' strategy to lower the first-week user drop-off

Shopo, C2C (Customer to Customer) Marketplace from Snapdeal (an e-commerce portal in India) also did something similar to onboard users to their mobile app. C2C was a relatively new concept in India, and users needed guidance to set up stores, enable payment gateways, sell or purchase, etc. Given the tendency to drop-off after one visit, Shopo adopted an 'always be on-boarding' mobile approach. They sent relevant push notifications to the users and helped them get accustomed to the mobile app. Shopo used MoEngage's Smart Trigger Push Messages to send perfectly timed notifications to the users at regular intervals. Shopo also used MoEngage's Smart Triggers to track user events on the mobile app and guide users to pick up right from where they left. This helped Shopo bring users back to the mobile app.

Evenly spaced Smart Trigger Push messages for Seller on-boarding



It also helped them reduce the drop-offs during the first week and led to an increase in conversions by 13%.

Trigger message IF the user

IF

Open Product display page

AND

Has not executed Buy

Hi (First Name)
We noticed you're interested in XYZ product. Why don't you go ahead and make it yours? Hurry!

Engagement: 32%

Push for users who checked out a product but did not perform any action

Trigger message IF the user

IF

Favorites a listing

AND

Has not executed Buy

Hi (First Name)
We noticed XYZ product is in your favorites list. Why don't you go ahead and make it yours? Hurry!

Engagement: 33%

Push for users who favourited a product listing but did not perform any action

Trigger message IF the user

IF

Open Product display page

AND

Has not executed Buy

Hi (First Name)
We noticed you're interested in XYZ product from ABC seller. Would you like to follow ABC to receive updates about their products?

Engagement: 26%

Push asking users to follow a seller. Users who checked out a product but did not perform any action

Trigger message IF the user

IF

Favorites a listing

AND

Has not executed Buy

Hi (First Name)
Hi, you liked the products from XYZ Seller. Follow the seller now to get constant updates!

Engagement: 35%

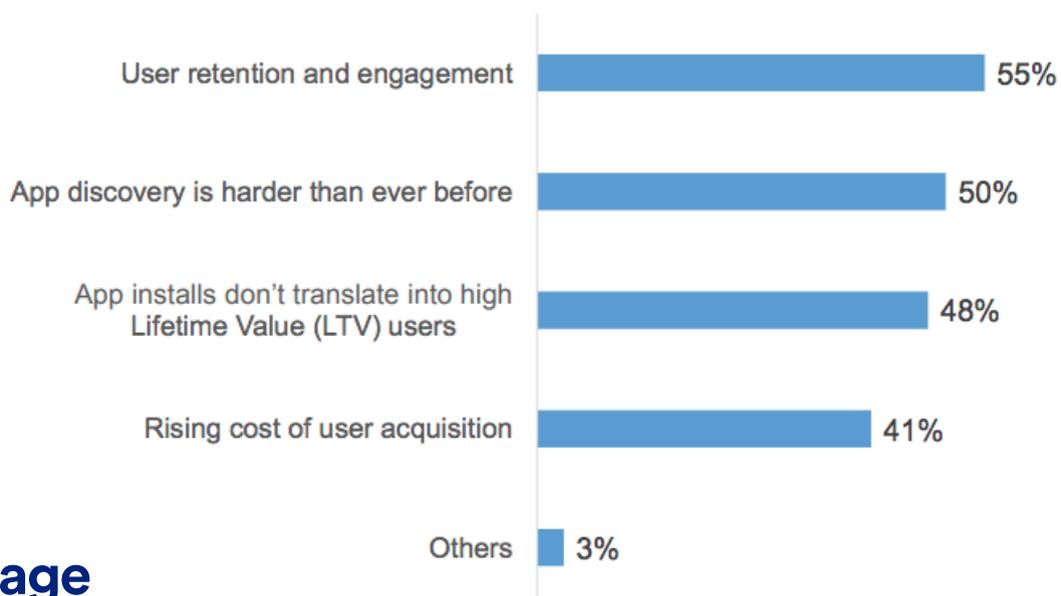
Push asking users to follow a seller. Users who Favourited a product listing but did not perform any action

You can read the case study to learn more.

2. Engagement

In a survey conducted for mobile marketers, over 55% of respondents stated user engagement to be their biggest challenge.

Biggest Marketing Challenges Faced by App Marketers



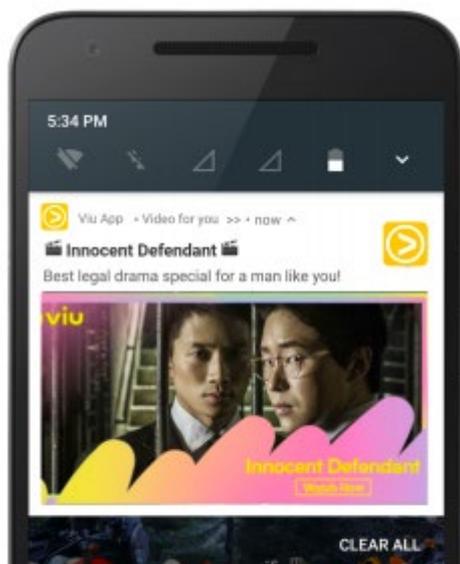
A smartphone user uses an average of 9 apps every day and 30 apps every month. Attracting their attention can, therefore, be a challenge. As a marketer, you have to think of innovative ways to keep your users engaged. Here are a few ways in which you can use marketing automation to keep your users engaged to your app.

Send a targeted message to your users: You can send specific offers to specific users to gently nudge your user to engage with your app. You can add rich media and personalized content to the marketing automation platform to be sent to the user. They don't have to be an offer specifically. Oyo rooms, for example, know that customers will not be booking rooms regularly. So, they used a quiz-based approach called OYOQ to create a top-of-the-mind recall.

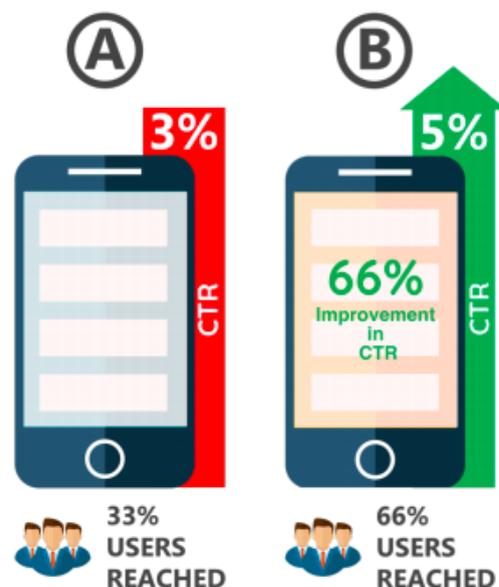
Send event-based notifications: According to Experian, event-based emails such as birthday emails increase the transaction rate by 481% and increase the revenue by 342% per email than the usual promotional emails. Similarly, a bank app can send personalized messages to the user on the salary day with suggestions on smart investment. For users who have not engaged with you for quite some time, you can use marketing automation to trigger re-engagement emails to the inactive users reminding them of your presence.

Here's how Viu used personalized content to increase their engagement rate by 53%.

Viu is a leading over-the-top video service provider in emerging markets such as India, Indonesia, Egypt, UAE, Saudi Arabia, and Malaysia. Viu wanted to engage more and more mobile app users in order to boost video viewership and reduce churn. They used MoEngage's Dynamic Content Recommendation that armed the brand with AI-driven video recommendations tailored for their mobile app users. Highly personalized messages sent at the right time motivated Viu's users to return to the mobile app and helped the brand boost their overall engagement rate. Viu saw a 53% increase in video viewership from targeted video recommendations.



Sample video recommendation by Viu



In a multivariate messaging campaign, the MoEngage Sherpa interaction graph auto-delivers the top-performing variant to more users thereby maximizing engagement.

More often than not, mobile app marketers face challenges in reaching users using OEMs such as OnePlus, Gionee, Xiaomi, Micromax, and Vivo. The device and network limitations can cut off Google Push Delivery – an essential cord to deliver push notifications. Viu used MoEngage’s Push Amplification that acted as a fall back to Google Push Delivery to deliver the notifications. This improved the delivery rate from 6.20% to 24.50% - a 300% improvement in terms of delivery and reach for the brand!

There’s more. You can read the case study and find out how Viu continues to engage it’s mobile app users with the help of marketing automation.

3. Conversions

Driving conversions can be challenging and costly. A survey by Liftoff reveals that marketers have to spend a minimum of \$64.96 per user to lead them to purchase via a mobile app. You have to think of new ways to tailor your message and offers to suit the specific needs and interests of every user. Marketing automation platform lets you segment the users based on their intent, and send personalized messages to lead them to make a purchase.

Send hyper-personalized email: From sending emails to users reminding them of an impending subscription to cross-selling newly launched products based on their previous purchases, there is a lot that you can do to convert the users into buyers. All you need to do is use your customer’s data to segment them and set a smart trigger to send automatic personalized emails to the users.

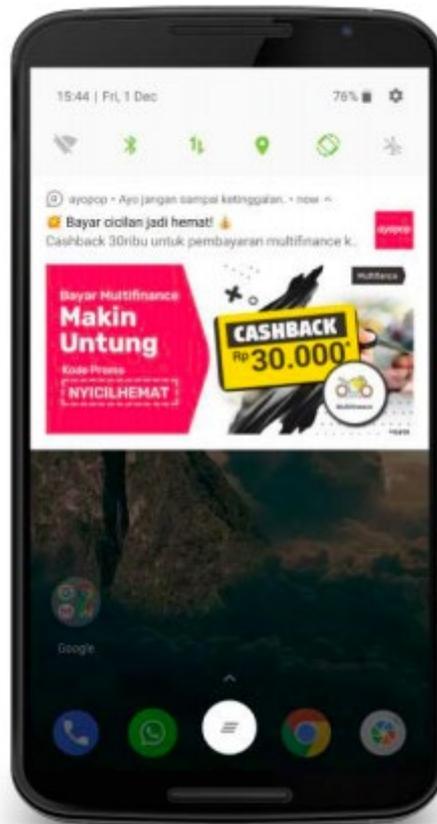
Send hyper-personalized push notifications: The average cart abandonment rate is ~69.75% . You can use marketing automation to set up a reminder notification that will be triggered if the user does not purchase within a stipulated time. Sometimes the user may forget to checkout after adding the product to the cart. A reminder notification would trigger them to take action.

Here’s how Ayopop used AI-driven marketing automation to increase its transaction rate by 50%.

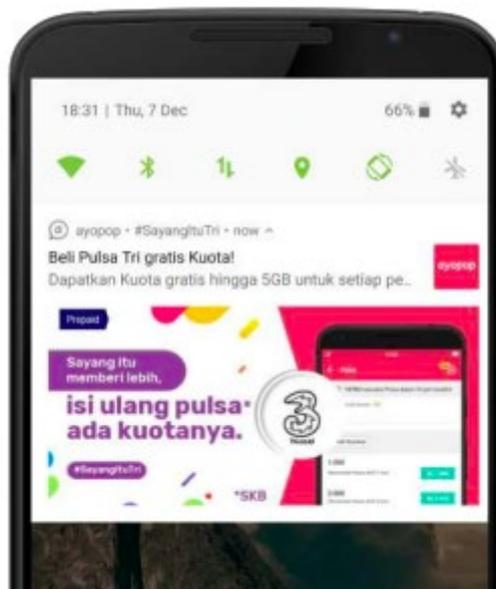
Ayopop is Indonesia’s mobile bill payment platform. Ayopop found that 60% of their users were not completing the transactions. They wanted to increase the number of active users, identify cart abandonment and reduce it, and re-engage the users on the platform. To meet these three business objectives, Ayopop used MoEngage’s Sherpa to personalize push notifications sent to users belonging to three segments - cart abandonment, cross-sell, and product reminders.



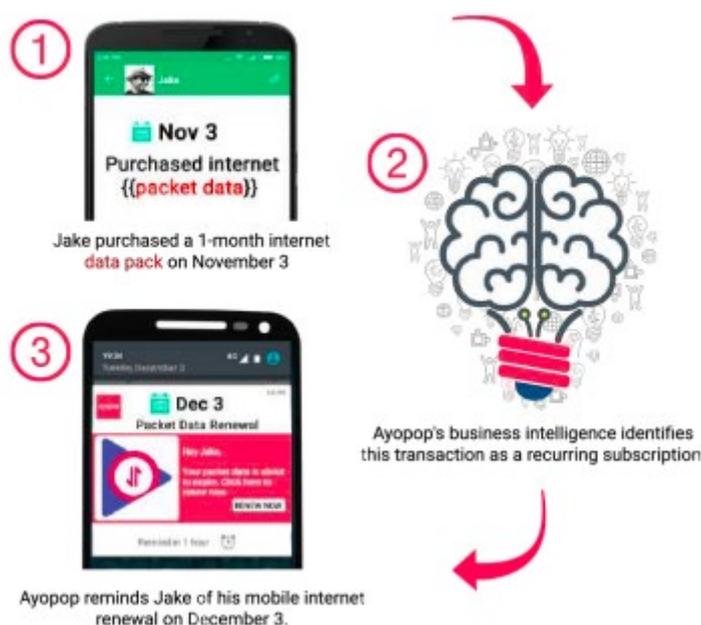
Ayopop sent personalized push notifications to the users who did not complete a transaction within two hours of drop-off.



They also offered recommendations of similar products to help the user make an informed decision. This helped Ayopop lower cart abandonment up to 55%. Similarly, MoEngage Sherpa helped the brand cross-sell products for sustained engagement, which increased their in-app transaction rate by 50%.



Subscription reminders to users nearing the end of their subscription led to a 200% rise in transactions.



Read [more](#) about Ayopop's challenges and use cases.

4. Retention

Customer retention is every marketer's nightmare. It is not uncommon for e-commerce players to experience a churn rate as high as 80%. In fact, 63% of the people will not even visit you after purchasing from you. While marketers have been spending more money on acquiring new customers than retaining them, the truth is it is 9x cheaper to retain than acquire new customers. The only solution to reduce the churn rate is to show your customer that you value them. Here's how you can demonstrate value to your customer by using marketing automation.

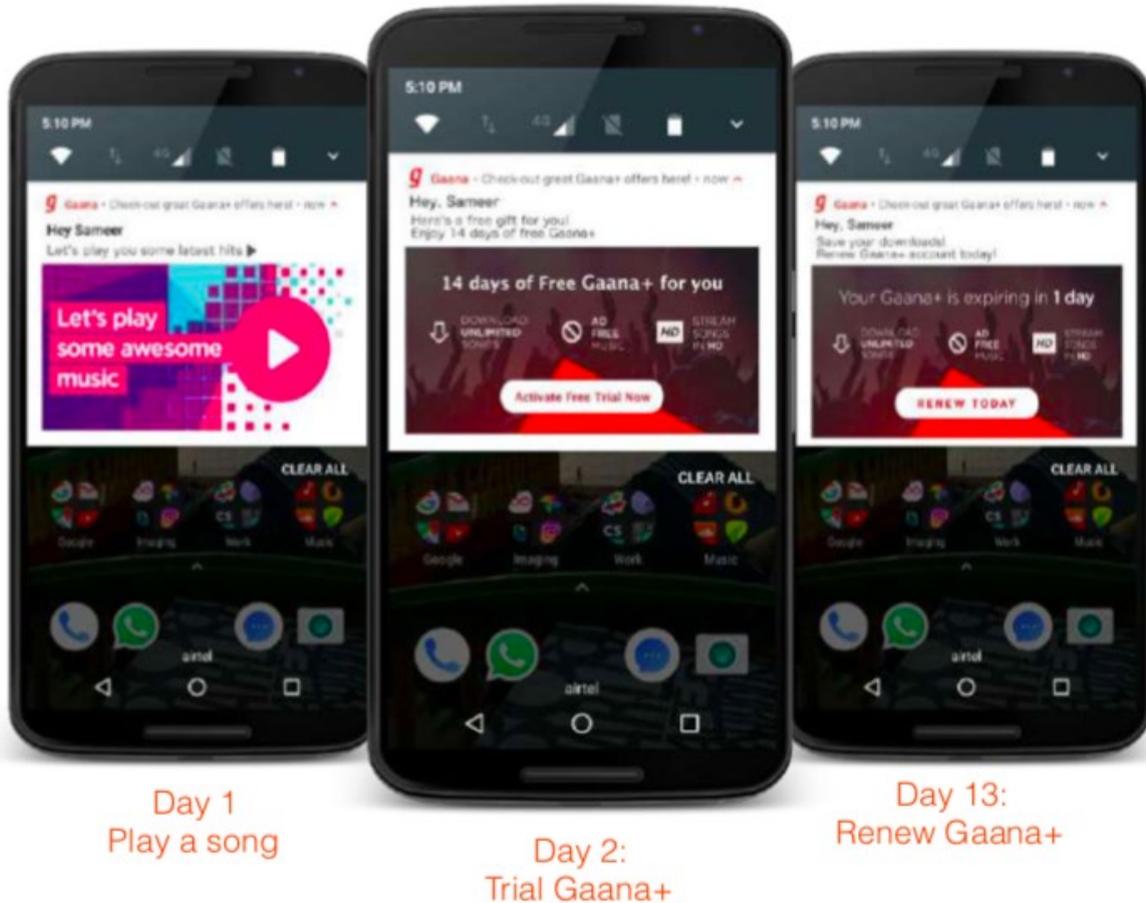
Keep the communication ongoing: Don't stop the communication with your customer after onboarding. Send them latest updates of your offerings, inform them of the ongoing sales, special discounts, etc. Push notifications are known to improve user retention by 56% to 180%. Set smart triggers to send personalized push notifications to the users at regular intervals to keep them engaged.

Build loyalty programs: The best way to retain customers is by showing them 'what's in it for them' to be on your app. Use marketing automation to identify loyal customers and send them personalized offers to show them that you value their relationship.

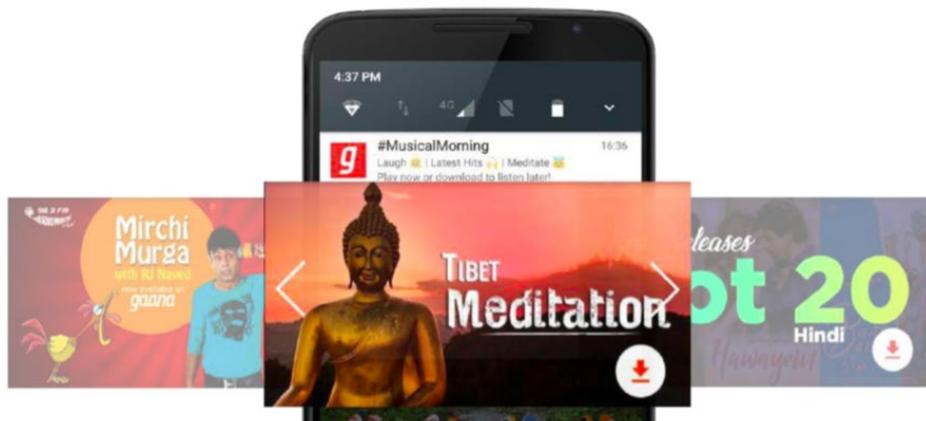
Here's how Gaana.com increased its premium subscriptions by 120% using marketing automation.

Music is a personal choice. Mobile app marketers, therefore, have to find new ways to build 1:1 engagement with their users. Unfortunately, most companies are unable to implement personalization at scale. Here's how gaana.com implemented a 1:1 engagement strategy to reduce their mobile app user churn rate. Gaana is a leading music streaming service in India. They wanted new customers to subscribe to Gaana+, their premium account and return to listen to music. Gaana used MoEngage's Push Notifications to create lifecycle campaigns.

After a 14-day free trial to the Gaana+ account, Gaana sent personalized reminder messages to users highlighting the benefits of the premium account. This helped Gaana increase their premium subscriptions by 120%.



Gaana created user segments based on languages, region, genre, and play history. They implemented engagement campaigns on these segments to drive large-scale personalization. They also leveraged rich-personalized carousel notifications, which resulted in 10% Daily Active Users on the mobile app.



Chapter 5 - How to Build an Effective Omnichannel Marketing Automation Plan

Marketing automation tools can help you send personalized messages to your audience through various channels. However, the entire effort will fail if you do not have a marketing automation plan in place. Here are a few ways to build an effective marketing automation plan .

- Identify the channels that your customer use frequently and make yourself available on all of them to increase your visibility.
- Evaluate and choose the right marketing automation tool that offers you options such as smart segmentation, personalize communication, smart triggers, and workflows to assist you in building your marketing automation plan.
- Create a workflow to automate the process of communication with the customer. For example, you can create a workflow in the automation tool to send welcome emails, follow-up emails, special discount emails at regular intervals to your customers.
- Have an open-door policy so your customers can engage with you and reach out to you for support through their preferred channel at their preferred time. Omnichannel customer support is as important as omnichannel marketing.

About MoEngage

MoEngage is an intelligent marketing cloud, built for the mobile-first world. With AI-powered automation and optimization capabilities, MoEngage enables hyper-personalization at scale across multiple channels like mobile push, email, in-mobile app, web push, and SMS. Fortune 500 brands across 35+ countries such as McAfee, Samsung, and Vodafone use MoEngage to orchestrate their omnichannel campaigns. MoEngage has been featured on Gartner's Magic Quadrant and is the youngest company on the list.

To talk to an expert about customer engagement and conversions in retail, write to us at hello@moengage.com.