Omnichannel Marketing

April 1, 2017
Omnichannel Marketing
The Omnichannel evolution
The Omnichannel Ecosystem
What We’ll Cover today

- Understanding New Customer Journey
- Understanding Omnichannel Ecosystem
- Strategic Approach & Best Practices to Digital Media Buying
  - Google AdWords
  - Facebook
- Overview of Tools Available to Measure Marketing Success
  - Online – Google Analytics
  - Offline – Independent measurement solutions
- Overview of Content Marketing
  - How content marketing is the rocket fuel for small business.
- Overview of Omnichannel and Design
  - Understanding winning strategies from a designer’s perspective
What is Omni-Channel Marketing?

Omnichannel marketing is a multichannel approach to sales that seeks to provide the customer with a **seamless experience**, whether the customer is connecting with the brand online from a **desktop** or **mobile device**, by **telephone** or in a **brick and mortar store**.
Winning the Customer Journey
In moments where people need to know, go, do and buy relying on our phones has become second nature
Digital Landscape

SO DOES MOBILE
Share of Total Digital Time Spent: July 2016

- Desktop: 32%
- Smartphone: 50%
- Tablet: 9%
- Tablet: 7%
Online advertising revenue in the U.S. reached a record of $59.6 billion last year, up 20 percent from 2014, the Interactive Advertising Bureau.
Digital Landscape

Digital advertising has gone mobile

In 2016, mobile will account for over 74% of all digital ad spending.
Now, there are more than 2.3 million Google searches per minute.
New Customer Journey
Google AdWords

Reach

16% of all queries every day are new
Customer Journey: Micro-moments

There are 4 game-changing moments that really matter.

1. I-want-to-know moments:
   When someone is exploring or researching, but is not necessarily in purchase mode.

2. I-want-to-go moments:
   When someone is looking for a local business or is considering buying a product at a nearby store.

3. I-want-to-do moments:
   When someone wants help completing a task or trying something new.

4. I-want-to-buy moments:
   When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

In these moments, consumers want what they want, when they want it—and they're drawn to brands that deliver on their needs.
Customer Journey: Micro-moments

WHICH-CAR-IS-BEST MOMENTS
IS-IT-RIGHT-FOR-ME MOMENTS
CAN-I-AFFORD-IT MOMENTS
WHERE-SHOULD-I-BUY MOMENTS
AM-I-GETTING-A-DEAL MOMENTS
Google AdWords

The right message, to the right person, at the right time and in the right place across all devices
Google AdWords: How it works

1. You create your ads

2. Your ads appear on Google

3. You attract customers
Relevance

Target specifically the people that are interesting for your business

Keywords are the most important indicator of relevance. However, there are other criteria to make sure the ads are as relevant as possible.

1. **Keywords**: Your message appears when someone searches for your product or service.
2. **Geographic**: Chose to appear only for those who live within your area or are interested in a local service.
3. **Time / Day**: Identify which hours and days are most interesting for you.
4. **Type of Device**: Change your communication depending on the device.
Return on investment

Control how much to invest
Only pay when a potential customer clicks on your ad and consults your website

Control the maximum investment per day
based on your specific goals or monthly budget
Key Performance Indicators

Return on Investment

**Advertiser objectives**

- **Branding**
  - Build Awareness & Educate Prospects

- **Generate Leads and Identify Prospects**

- **Generate Sales & Acquire New Customers**

**Success measurements**

- **Targeted impressions**
- **Qualified visits to your site**

- **Event registrations**
- **Newsletter registrations**

- **Sales Conversions**
- **Site Registrations**
- **Catalog Requests**
Industry Benchmarks

**AVERAGE COST PER CLICK**

The average cost per click (CPC) in AdWords across all industries is $2.32 on the search network and $0.53 on the display network.
Industry Benchmarks
How to Stand out
Best Practices: Ad Extensions

The Power of Ad Extensions

Give users useful and relevant information beyond a regular text ad

Get customers to notice your ads
Ad extensions add value to potential customers just by being present. Giving users more information translates to a higher clickthrough rate.

Combine extensions to maximize your ad space
Enable whatever makes sense for your customers, and ad extensions are auto-optimized to show the best possible combination.
Ad Extensions

The Goals of Ad Extensions

Linking the extension to the customer’s goal

<table>
<thead>
<tr>
<th>GOAL</th>
<th>PRIMARY EXTENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Calls</td>
<td>Call Extension - Location Extension</td>
</tr>
<tr>
<td>Store Visits</td>
<td>Location Extension - Call Extension</td>
</tr>
<tr>
<td>Online Sales / conversions</td>
<td>Sitelinks - Callout Extension</td>
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</tbody>
</table>
Best Practices: Ad Copy

Ad copy can speak in the language of smartphones.
Over 1 billion daily active users
A Page gives your business a voice and presence on Facebook, and is designed to help you connect with customers and reach your goals.
Facebook advertising is based on finding the audiences that are most likely to become your fan or your customer. These targeting options focus directly on users and profiling potential customers in order to get clicks and grow your business.
Facebook Advertising

Facebook helps you reach your business goals

- Drive Online Sales
- Increase Local Sales
- Promote Your App
- Raise Brand Awareness

For a full list of ad options visit:
Facebook ad Example

Special offers get people to visit site and call

CTA buttons to test: Book Now, Contact Us, Sign Up, Shop Now, Get Quote
Facebook ad Example
Facebook Best Practices

Smartphone users **3x more likely** to make purchase based on location proximity than tablet users.

- Make ad and landing page content hyper-local
- Include local address and phone number

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance</td>
<td>44%</td>
<td>Expect agent to be within 5 miles</td>
</tr>
<tr>
<td>Financial</td>
<td>56%</td>
<td>Expect location to be within 5 miles</td>
</tr>
<tr>
<td>Hotel</td>
<td>50%</td>
<td>Expect same-day bookings made within 30 miles of hotel</td>
</tr>
<tr>
<td>Automotive</td>
<td>53%</td>
<td>Expect dealer to be within local driving distance</td>
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<tr>
<td>Senior Care</td>
<td>96%</td>
<td>Expect seniors move to facilities in their own state</td>
</tr>
<tr>
<td>Retail</td>
<td>57%</td>
<td>Expect location to be within 5 miles</td>
</tr>
</tbody>
</table>
Facebook Best Practices

Test carousel ads to drive calls at a lower CPL

30%-50% lower cost-per-conversion than single-image link ads
Facebook Ad Targeting Options

As an advertiser, you can refine your ad’s target audience based on content people have shared about themselves in their Facebook profiles, such as age, gender, relationship status, education and type of work they do.

- **Demographics**
- **Interest**
- **Behaviors**
Facebook Third-party Data
Reach people based on what they do and buy offline

- People in the market for a sports car, owners of luxury SUVs
- Heavy cleaning supplies buyers, heavy hair care buyers
- Credit card holders, likely investors
- Discretionary spenders, seasonal spenders, brand buyers

Partner Categories are targeting options provided by Facebook's third-party data partners.
Facebook Ad Targeting Options

Demographics

LOCATION
- Where a user lives
- Previous Targeting
- Age (e.g., 18-24, 25-34, 35-44, etc.)
- Gender (Male, Female, Non-binary)
- Language

EDUCATION
- Education Level
  - High school graduate
  - Bachelor’s degree
  - Master’s degree
  - Professional degree
  - Unspecified

RELATIONSHIP
- Relationship Status
  - Single
  - Married
  - Engaged

ETHNIC AFFINITY
- African American
- Asian American
- Hispanic

PARENTS
- Parents
  - Grandparents

FINANCIAL
- Income
  - $20k
  - $20k-$50k
  - $50k+
- Net Worth
  - $10k
  - $10k-$50k

LIFE EVENTS
- Marriage
  - Married
  - Engaged
  - Divorced
- New Baby
- New Job
- New Relationship
- College
  - Attending
  - Graduated

GENDER
- Dating
  - Yes
  - No

LOCATION
- Education
  - High school
  - College
  - Graduate school

FINANCIAL
- Work
  - Full-time
  - Part-time

LIFE EVENTS
- Life Events
  - Baby
  - Job Change
  - Relationship Change

GENDER
- Life Events
  - Other

LOCATION
- Education
  - Employed

FINANCIAL
- Work
  - Other

LIFE EVENTS
- Life Events
  - Other
Facebook Ad Targeting Options

Demographics

HOME

- Home Type
  - Apartment
  - Condo
  - Single
  - Square Footage
  - Home Value
  - Property Size

- Home Ownership
  - First Time Home Buyer
  - Homeowners
  - Renters

- Household Composition
  - Family-based Households
  - Grandparents
  - Women in the Home
  - Working Women
  - Young & Hip
  - Young Adults in Home

WORK

- Office Type
  - Home Office
  - Small Business
  - Small Office

- Industry
  - Administration
  - Architecture & Engineering
  - Arts, Entertainment, Sports & Media
  - Business & Financial Services
  - Cleaning & Maintenance
  - Community & Social Services
  - Computer & Mathematics
  - Construction & Extraction
  - Education & Library
  - Farming, Fishing & Forestry
  - Food Preparation & Service
  - Government Employees
  - Healthcare & Medical
  - IT & Technical

- Job Title
  - Type in a job title to get started
Facebook Ad Targeting Options

Reach specific audiences by looking at their interests, activities, the pages they liked and closely related topics. Combine interest to expand your ad’s reach.
Facebook Ad Targeting Options

**Behaviors:**
Reach people based on purchase behaviors or intent, devices usage and more..
Facebook Ad Targeting Options

**Advanced Targeting**

Custom audiences lets you target Facebook ads to existing customers or prospects using information you already have.
Facebook Ad Targeting Options

**Behaviors:**

**CONNECTIONS**
Reach people who have a specific kind of connection to your page, app, or event. This narrows the audience to include only people with that specific connection who also meet the other targeting categories you select.

- People who like your page
- People who have engaged with your page
- People who are friends of people who like your page
- People who are friends of people who have engaged with your page

**REMARKETING**
- People who visited your website
- Custom lists of emails
- Custom lists of phone numbers
- Custom lists of Facebook user IDs
Facebook Network

Facebook Desktop and Mobile

Instagram Mobile
Winning the Customer Journey

Be there:
Anticipate the micro-moments for your target audience, and commit to being there to help when those moments occur.

Be useful:
Provide a digital experience that's relevant to consumers' needs in the moment, and quickly connect people to the answers they're looking for.

Be accountable:
Create a seamless customer experience across all screens and channels, and measure the collective impact across them, too.