

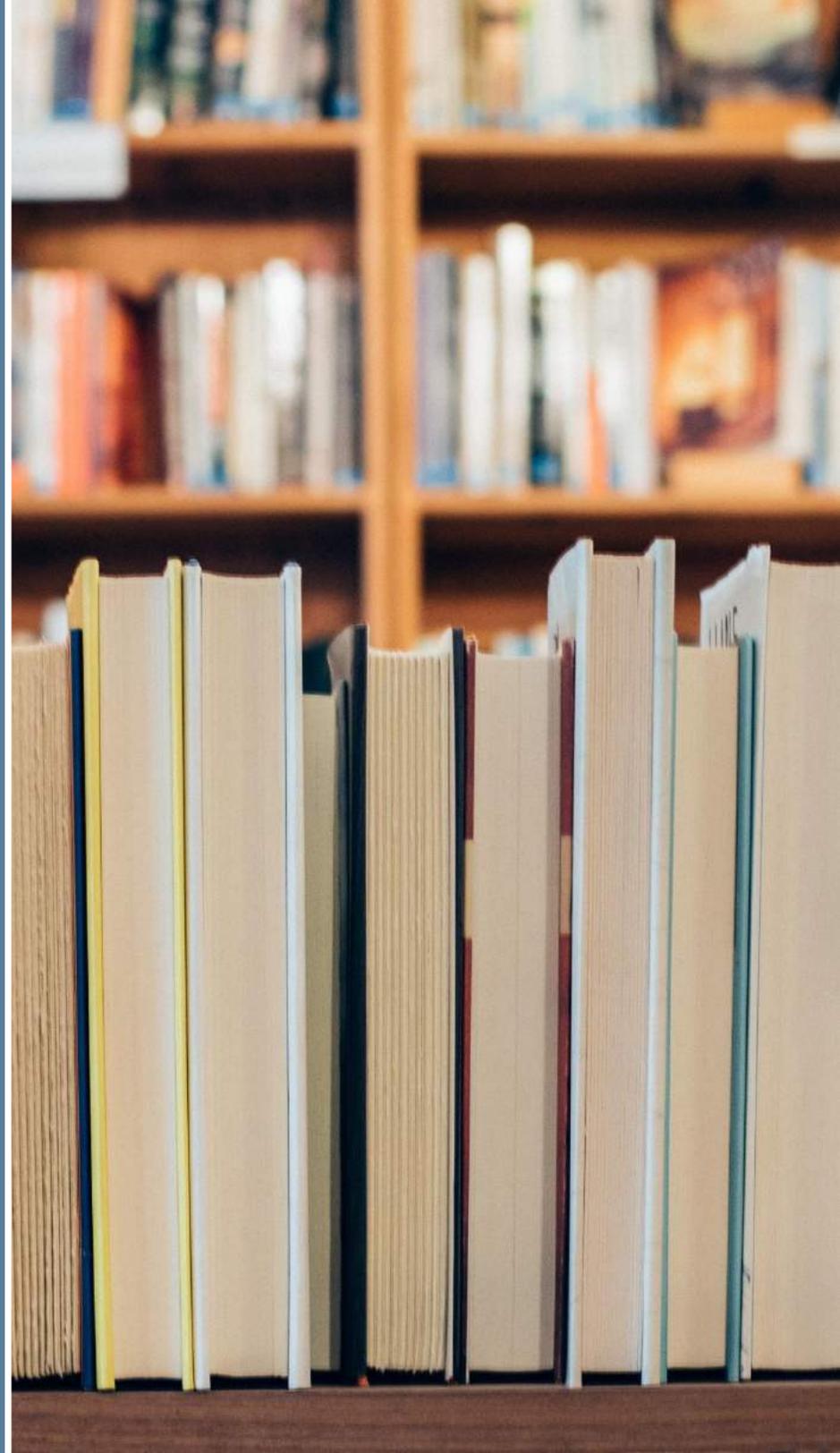
Evolving With Your Customer:



How to Best Leverage
Multichannel
Campaign
Management

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Chapter 1: Why Multichannel Campaign Management?

It is now more important than ever to gain customers' interest and trust by understanding who they are and what they need. Because of the glut of information right at customers' fingertips, businesses are no longer in a seller's market. Every year brings even more channels of outreach than the last, and customers are becoming more literate and active across these digital platforms. They are time-poor, attention-fickle, and increasingly skeptical of being sold to.

Through multichannel campaign management, you can integrate marketing endeavors across all available platforms. By streamlining your message across multiple channels, you deliver information that your customer *wants* to read, when and where they want to read it.

This in turn can increase your ROI by 35%, according to a study by the Advertising Research Foundation ([ARF](#)). They found that “on average, brands can increase ROI by 19 percent simply by expanding a campaign from one media platform to two. [...] Each additional platform further improves ROI with a five-channel campaign outperforming a single-channel campaign by 35 percent.”

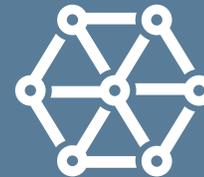
The key is to understand the four components of multichannel campaign management success and build the right strategy around these four components.



Capture – Data is crucial to understanding your customers. Capturing the right data is critical to delivering content that is relevant and consistent across every digital channel.



Optimize – It's time to use your data to better understand your customer and create campaigns uniquely designed for them. Leverage predictive analytics to optimize your campaigns across multiple channels.



Integrate – Learn from your customer's behavior and create integrated campaigns where and when they want it. Consistency is key. It is now more important than ever to gain customers' interest and trust by understanding who they are and what they need.



Automate – Define ideal workflows then automate them. Set up trigger-based actions to streamline your communications and get the right message to your customer at the right time.

Chapter 2: The Big Picture—Simple Multichannel Strategy

Multichannel campaign management relies on complex coordination and integration of messages and communication channels. To simplify the process, here are three fundamentals of multichannel campaign strategy to keep in mind:

Understand your customer

Put your data to good use and thoroughly understand the wants, needs, and optimal times to target your customer. Content must adapt and change as customers do, and constantly stay relevant and fresh to engage a wider audience.

Be where your customers are

Inundation of information means that much of it is lost in the background, relegated to ‘media white noise.’ Ensure that your message stands apart by delivering customized content at the right time in a voice that’s trustworthy and genuine. Make use of your analytics and AI to deliver your message at the optimal moment.

Trust your tech

Automation solutions are a powerful tool, and when used skillfully can compose whole campaigns while gathering customer data. This in turn makes it easier to do simple things like send targeted messaging, curate and deploy follow-up responses, and engage customers across digital platforms.



Meet John,

a 42 year old professional with 2 children and a spouse. He buys a new car every 4-6 years, is middle/upper middle class, and is a low credit risk.

As John’s current car loan approaches paid in full, the lending institution would like to encourage him to consider either another car loan (buying another vehicle) or an alternative banking product to retain the relationship.

John has not opted out of marketing communications (email; SMS).

Chapter 3: Success Driver #1— Capture

Multichannel campaign management is a smart way not only to make the most of your data but also to collect more of the data critical to your campaign success. Using data gathered via multichannel strategy can strengthen your customer relationship – according to [SAP](#), 74% of businesses increased sales by implementing a multichannel strategy, 64% increased customer loyalty and acquisition, and 57% reported better customer experience.

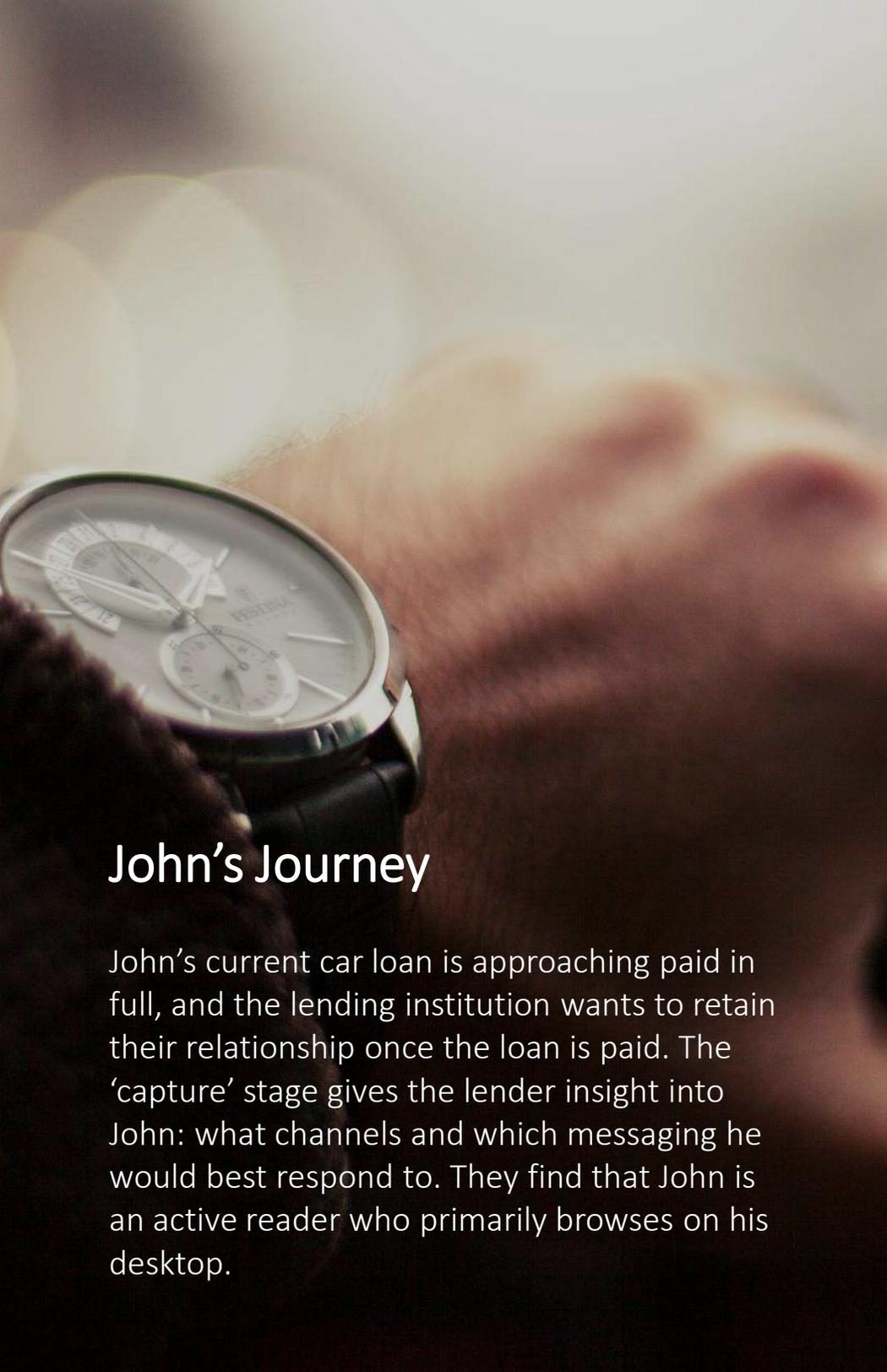
Put the data you already have to work and create targeted campaigns based on your customers preferences. This in turn will generate the most important data: how to increase engagement and customer satisfaction. With this new data, you can build an invaluable well of information on how to better interact with your target audience.

You'll be able to see details such as how many of your customers engage on mobile versus desktop and take smart actions like splitting your customers by media consumption preferences. From there you can further tweak and tailor your campaigns to reach more customers more effectively and know where to focus your greatest marketing efforts.

Data-Driven Strategies Help You Gain 360-Degree Insights Into Your Customers

“A data-driven strategy will empower your marketing campaigns not just to send massive display ads across a scattered audience, but rather to put the right content in front of the right people in the right places. Multi-channel campaigns provide a full view of your consumers’ digital playground, allowing you to drive the most relevant content to their favorite channels.”

- [The Bridge Corp](#)



John's Journey

John's current car loan is approaching paid in full, and the lending institution wants to retain their relationship once the loan is paid. The 'capture' stage gives the lender insight into John: what channels and which messaging he would best respond to. They find that John is an active reader who primarily browses on his desktop.

Are you using your data optimally? Check that you do the following:

- ❑ **Break down your customers into categories that make sense for your industry and campaign type.** E.g. mobile users, desktop users, active readers, passive readers, frequent visitors.
- ❑ **Create content optimized for these users' preferences.** Simplify interactions for mobile users; create incentives for passive readers to engage, such as downloadable content.
- ❑ **Offer helpful, downloadable tools and other gated content.** This is a good way to learn more about your customers, develop trust, and collect further data.

Chapter 4: Success Driver #2— Optimize

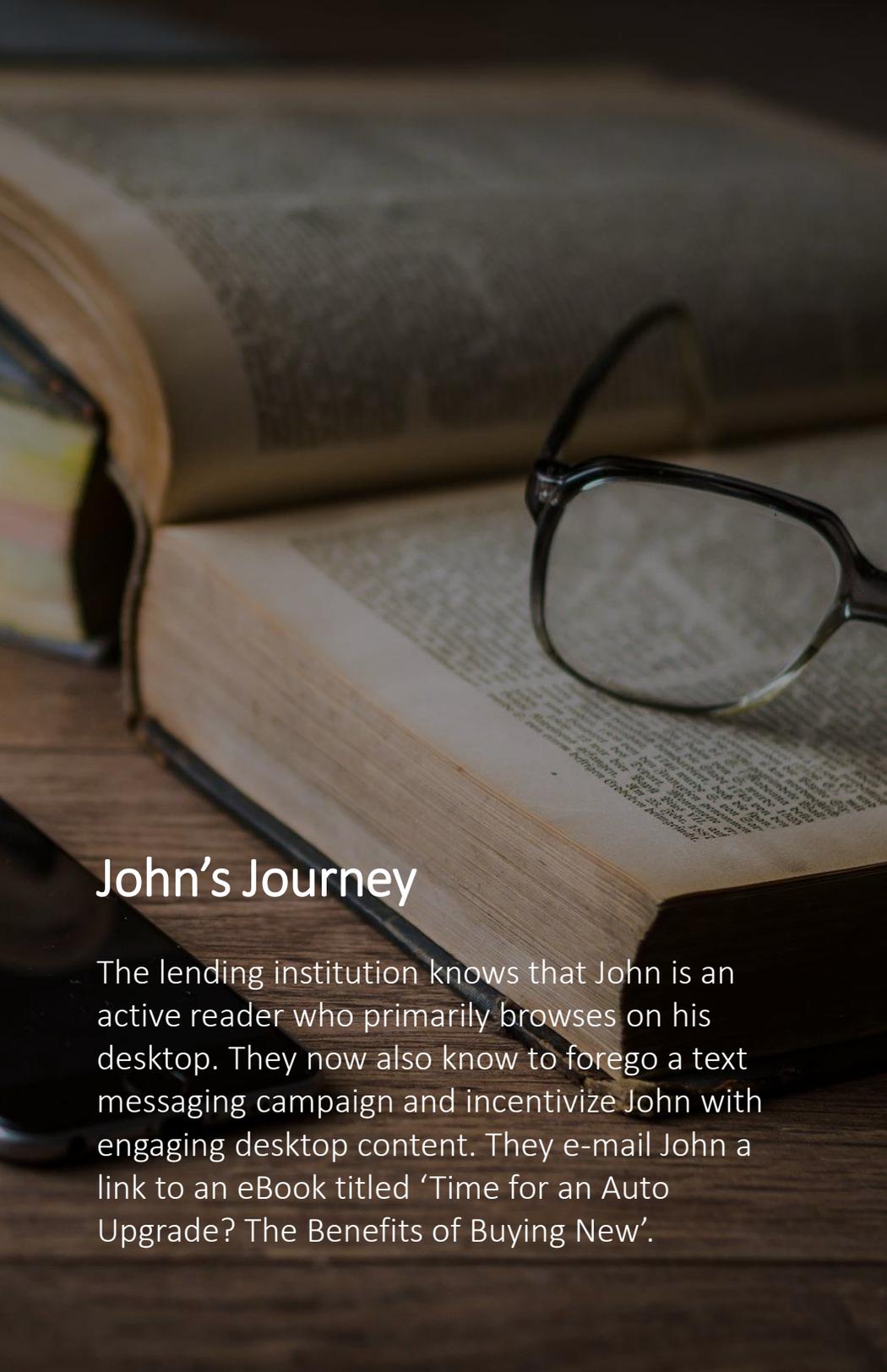
Like data capture, leveraging predictive analytics has quickly become an essential driver of successful multichannel campaign management. Optimizing marketing efforts saves customers from over-inundation and cultivates trust between customer and brand. Time saved and targeted messaging improves the customer experience.

Predictive analytics take the guesswork out of campaign optimization efforts and ensure solid results.

“Predictive Marketers are 2.9x more likely to report revenue growth at rates higher than the industry average. Also, they are 2.1x more likely to occupy a commanding leadership position in the product/service markets they serve. They are also 1.8x more likely to exceed consistently goals when measuring the value their marketing organizations contribute to the business.” [—EverString](#)

Predictive analytics transform campaign planning by helping you optimize content management. This can also better the customer experience by helping you to deliver the right message at the right time. Customers feel valued when their interests are catered to. Ensuring that your customers receive your messaging when they are most receptive to it is imperative in cultivating a positive relationship.



A pair of black-rimmed glasses is resting on an open book. The book is open to a page with dense text, and the glasses are positioned over the text. The background is dark and slightly blurred, focusing attention on the book and glasses.

John's Journey

The lending institution knows that John is an active reader who primarily browses on his desktop. They now also know to forego a text messaging campaign and incentivize John with engaging desktop content. They e-mail John a link to an eBook titled 'Time for an Auto Upgrade? The Benefits of Buying New'.

Are you optimizing your multichannel campaigns?
Check that you are doing the following:

- ❑ **Understand what appeals to your customer.** Learn through customer interaction what they like and create more content that they want to see.
- ❑ **Meet your customer where they are.** Put your curated content into the channels they use most, in formats they respond to best.
- ❑ **Spare your unresponsive customers.** Predictive analytics can determine which customers won't respond favorably to certain campaigns. This can save you money and spare their inboxes.

Chapter 5: Success Driver #3— Integrate

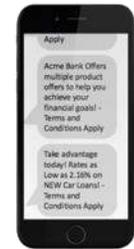
Integrated marketing allows you to see the entire marketing process from the customer's perspective. This means knowing what the customer wants to see and anticipating their next moves based on analyzed data. Mapping and planning these campaigns out from the perspective of the customer journey is an essential factor of success. Visually seeing a customer journey by use case or target persona will help you plan out and solicit feedback from stakeholders on what content gets delivered when, and in what format.

To maximize the success of your campaigns, it is essential that your messaging is consistent. Successful multichannel campaign management integrates marketing endeavors across all digital platforms. 72% of customers prefer an integrated marketing approach ([Gartner](#)) and integrated marketing ensures your customers receive curated content when and where they want to access it. The format may differ, but the message will remain the same: one that your customers recognize and trust.

A critical facet of integration is the thoughtful handoff from marketing to sales execution. Establishing customer behavior driven triggers allows marketing leads to seamlessly transfer to sales, prioritized by attribution score and anticipated return on investment.



85 Day SMS



35 Day EM



95 Day DM



60 Day EM

John's Journey

The lending institution has sent John an eBook titled 'Time for an Auto Upgrade? The Benefits of Buying New'. Data shows that John downloaded the eBook. The lending institution sees that he likes this content, which informs their integration process and tells them which themes, voices, and messaging to pursue. They send John a follow-up blog article in a similar tone with complementary information on their other financing products.

Are you integrating your content across channels?
Check that you do the following:

- ❑ **Map out your customer journey.** Develop your customized content around use cases and target personas. Get all stakeholders to weigh in.
Suggestion: Repurpose existing content to fit several communication channels. A blog can be repurposed for an email campaign, turned into an infographic and leveraged in the sales process, or inspire a webinar.
- ❑ **Abide by consistent themes across all channels.** This will familiarize customers with your voice and product and cultivate trust in your brand.
Suggestion: Develop quarterly content themes mapped against a calendar.
- ❑ **Develop a set of communication guidelines.** The tone, messaging, language and editorial style can shift depending on the communication channel.
Suggestion: Incorporate it into your editing process. Make someone responsible just for this.
- ❑ **Create a multichannel campaign posting schedule** well in advance. Research optimal times to post your content across your channels to ensure you reach your customers when they're reading.

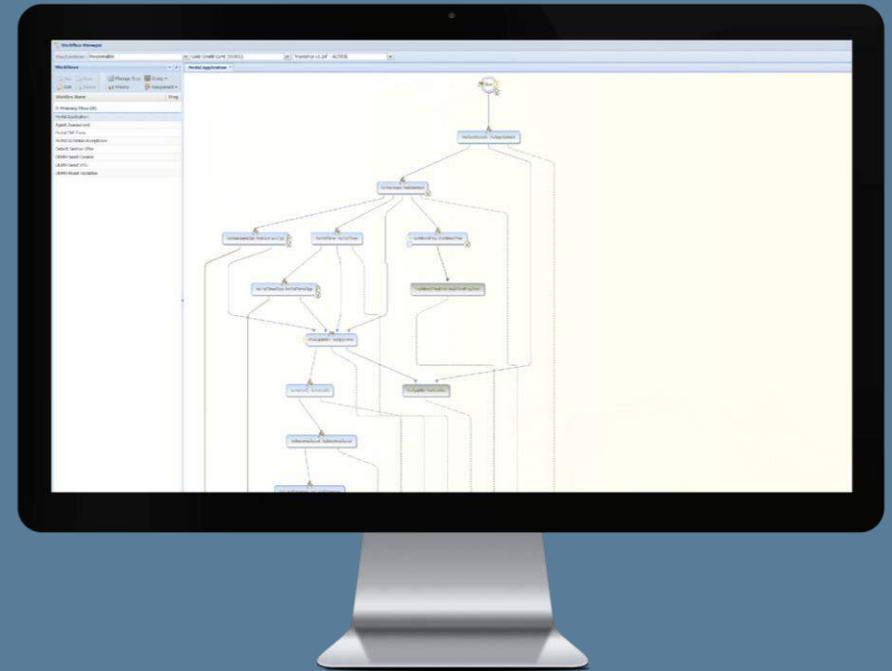
Chapter 6: Success Driver #4— Automate

Multichannel campaign management can help simplify your workflow. Automated workflow tools enable message delivery as triggered by specific actions, like a customer clicking on an embedded link or opening an email.

You can customize the actions to best suit you and your customers' needs as well as create personalized messages tailored to specific customer behavior and product interests. These messages can then be delivered via automated preferences, such as date and time delivery parameters, so that your messages are received at the ideal moment.

According to [Gartner](#), in the next few years customers “will manage 85% of the relationship with an enterprise without interacting with a human.” Leverage automation to personalize the customer experience and stand out among competitors. Make sure that your customer feels valued and heard by keeping your automated responses personalized and smart—with automation, a good rule of thumb is quality over quantity.

Automation streamlines and tightens your workflow into something simple, sustainable, and profitable.



John's Journey

The lending institution has sent John a blog article on their financing products. John clicks to open it and their automated tools register his interest. A box appears, inviting him to learn more. John appreciates the offer and clicks through. He learns about the lending institution's home equity loans and decides to pursue the product. Instead of retaining John's business via a new car loan, they retain him as a customer through a home equity loan. The campaign was a success – for the lender, and for John.

Are you leveraging automated workflows? Check that you are doing the following:

- ❑ **Reduce response time.** Leverage your automated workflow tools to set up automated responses. This eradicates response wait times, giving customers prompt information and further engaging them with your product.
- ❑ **Know what your customer is looking for.** Tracking your customers' actions on your channels is beneficial data for you, but it helps your customer, too. Knowing their trajectory – how they got from Point A to Point B on your channels – can help you understand their needs and save them time in your outreach.
- ❑ **Personalize your outreach.** When you reach out to your customers, leverage automation to refer to them by their first names. 40% of customers purchase more when called by name—don't miss out on that extra revenue. ([Forbes](#))



Chapter 7: Conclusion — Evolve With Your Customers

The modern customer is busy, pressed for time, and often splitting their focus among multiple tasks. They don't have time to waste on messaging that is irrelevant to their interests.

Multichannel campaign management helps you evolve with your customers. As your customer's communication needs change, throughout the day or over time, MCCM helps you target your customer with content that they *want* to see. This in turn leads to positive feelings toward your brand which can breed loyalty, repeat patronage, and referrals to friends and associates.

The data you collect and analyze from past campaigns can help you further streamline and automate your workflow. You can use old and new data to optimize campaign efforts across channels. Understand your customers' wants and needs via integrated marketing to meet them with the messaging they want to see, across the channels they frequent. Automate responses and messaging to make your customers feel heard and valued, and better their experience.

What to Look for When Choosing a Technology Partner

Are you ready to deploy multichannel campaign management or improve on your current approach? Be confident you can find the right multichannel campaign management partner by looking for the following:

- High security and compliance standards for your data
- A tightly integrated technology that's future-proof: constantly improving and incorporating customer feedback and advancements in AI, machine learning, and analytics.
- Deploys quickly, securely, and cost-efficiently, without taxing your company's IT resources
- Captures a 360-degree of your operations: customer service agents, strategists and customers, all in one place.
- Automates workflow based on your needs

Imagine the Difference.

Streamlined, unified, automated communication on your customer's device of choice all starts with a free consultation from a member of our team.

- [Schedule an introductory call](#)
- [Schedule a product demo](#)
- [Learn more about our Two Way SMS product](#)