



The Growth Marketer's Playbook to Achieving True Omni-Channel Relevance

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Introduction

Consumers are bombarded by hundreds of competing messages every day, many of which lack any specific relevance to them. As they become more and more fatigued from this excess noise, consumers are becoming more adept and emboldened to tune all a brand's marketing efforts out if they miss the mark.

In fact, a recent study showed 94% of consumers have [discontinued](#) a relationship with a brand after receiving irrelevant messaging.

A leading cause of ineffective marketing stems from inconsistent consumer messaging across different channels—email, direct mail, mobile, web push and social media. According to [Accenture](#), 80% of consumers receive a fragmented experience as they engage with a brand across their multiple channels.

So how can brands cut through this noise and build the consistent experience that consumers actually welcome? To do this, growth marketers must create “omni-channel relevance” by creating one-to-one personalization that is consistent across all channels and at scale.

Inside the Growth Marketer's Playbook, we walk through each of these channels and discuss best practices for captivating your audiences, activating your data and automating intelligent campaigns.

Reference this guide often as you learn to unleash true omni-channel relevance at scale.

The Roadblocks
Impeding True
Omni-Channel
Relevance

Multiple point solutions create inconsistent consumer experiences.

This makes it nearly impossible to seamlessly create and execute true omni-channel customer journeys.

Customer data in silos is ineffective.

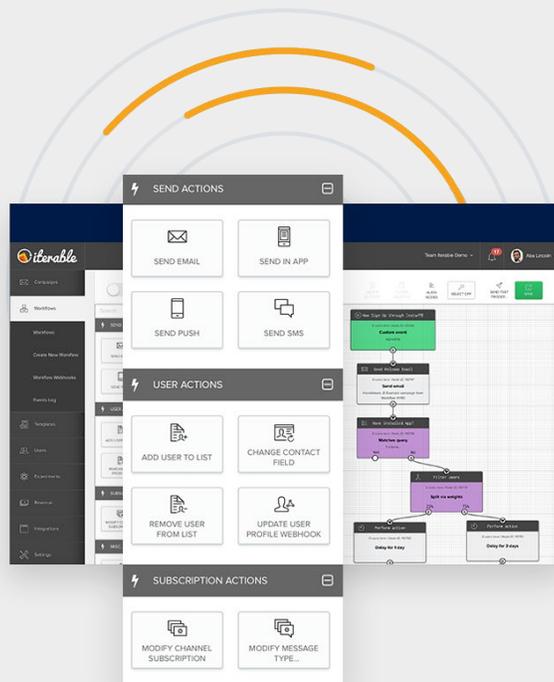
Marketers need real-time access to robust, live profiles for every subscriber that leverages data from all first and third-party sources.

Long times to market hinder ROI.

Modern marketers need a system that can be deployed quickly without extensive professional services or the need for a dedicated platform administrator.

Complex, legacy tools are built for developers, not marketers.

Marketers' skills lie in audience acquisition strategies, content and campaign creation and targeted messaging development...not running custom SQL queries!



Improve the Inbox: Engage Effectively With Email

Email marketing continues to be the [best digital channel for ROI](#), so delivering dynamic, personalized messaging to the inboxes of your subscribers is of the utmost importance when it comes to achieving omni-channel relevance. In fact, for [72 percent](#) of consumers, email is the preferred messaging channel.

Here are the three critical email campaigns you need to captivate consumers across the entire customer journey, as well as key recommendations to optimize their performance.



Achieve a Warmer Welcome

You never get a second chance to make a great first impression. A multi-touch welcome email campaign is essential when introducing a new subscriber to your brand. You can build rapport by assigning clear objectives and low-hurdle calls to action to each email in your welcome series: start by sending new customers a discount or incentive, then encourage ways for them to get more involved, such as downloading a mobile app or following the company on social media.



Build Better Blasts

Growth marketing technology has come a long way since the ESPs of yesteryear, and now marketers can create personalized messages based on real-time individual actions and behaviors. The most memorable blast emails are ones that take advantage of high visual appeal with animated effects and dynamic content. Just make sure to understand your subscribers' preferences, so your brand can send messages they'd like to receive at the right frequency.



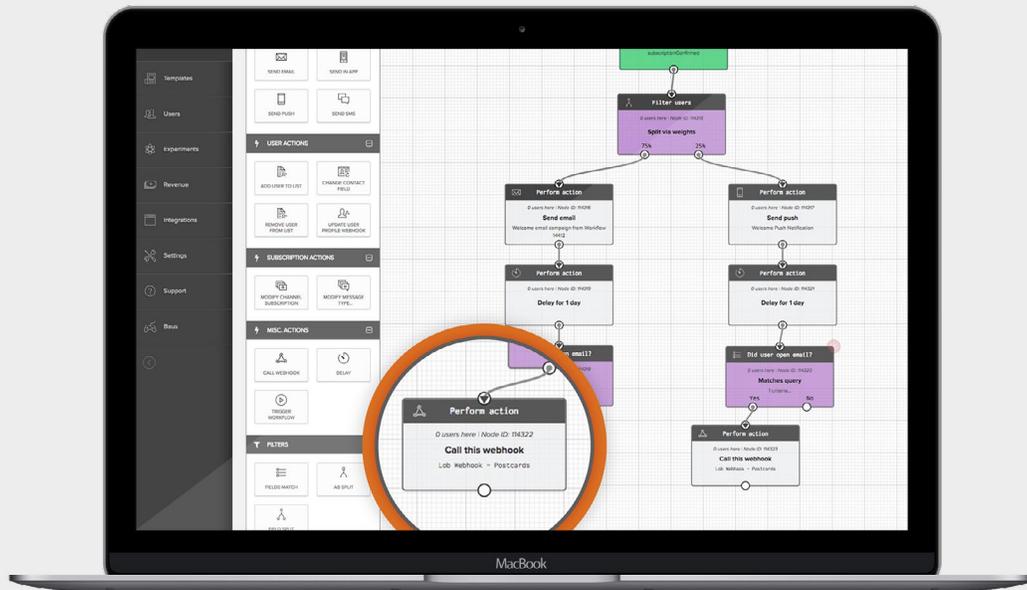
Re-Engage Lapsed Customers

Acquiring a new customer [costs](#) five to 25 times more than retaining an existing one. Preventing churn is a core objective for most businesses, and yet, it's astonishing how little B2C companies are doing to win back subscribers. Prepare past the honeymoon period by deploying a dedicated email campaign that requests customer feedback and offers enticing incentives to convince consumers to re-engage with your brand.

Email remains one of the most effective channels for engaging audiences, but that doesn't suggest that marketers have perfected this art. As a keystone of your omni-channel experience, look to deliver purpose and personalization in each of your messages.



66% of businesses use [behavioral triggers](#) to innovate with email.



So Old It's New Again: Dominate Direct Mail

Connecting the inboxes and mailboxes of your customers is key to delivering a seamless omni-channel experience. Direct mail campaigns present an opportunity to have customers physically engage with your messaging and can be an incredibly valuable channel to strengthen brand loyalty.

We've identified three best practices to ensure you're maximizing your returns from mailbox to purchase.



Strategically Segment Your Subscribers

Sophisticated segmentation involves targeting direct mail subscribers using individual behaviors and custom event triggers. Align your messaging and delivery date closely with your customer's lifecycle to ensure that your content will be complementary to their current experience. Generating this type of behavior-based customer segmentation is a great way to maximize the relevance of your mail and put a new spin on a traditional medium.



Personalize and Deliver Value

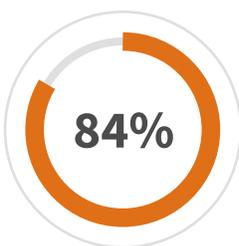
Use your direct mail campaigns to highlight that you understand your customers and know what they want, when they want. Crafting your messaging strategy around personalization markers like location, age, gender, purchase histories and more captivates attention and can spare your letter from the junk mail pile. Activating personalized data which resonates at the individual's level demonstrates consistency across your online and offline channels.



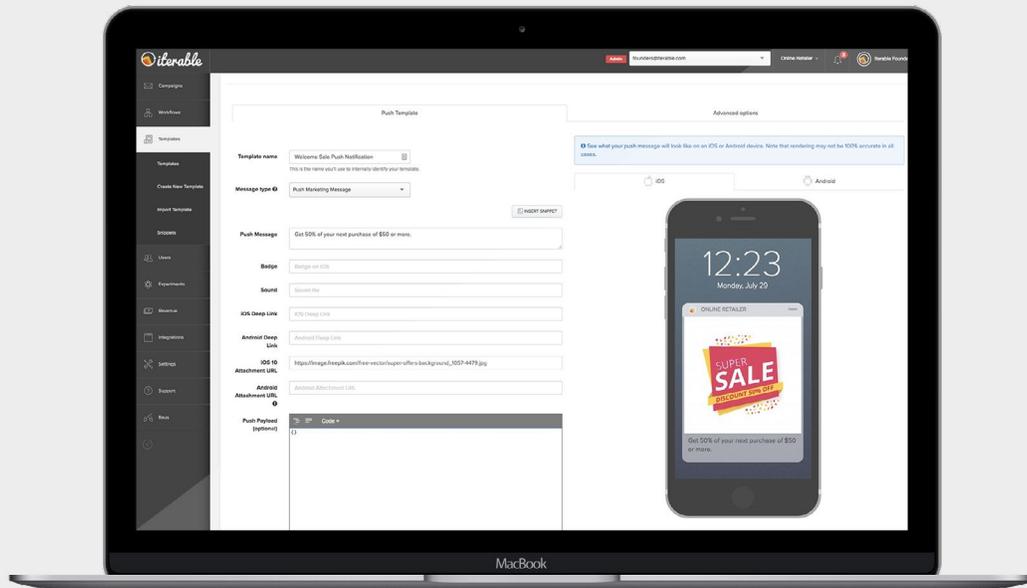
Assign Clear Calls To Action

Promotional content like exclusive offers, sales and announcements offer consumers a tried-and-true way to tangibly engage with brands. But if your mailer CTAs are unclear, it's going to be incredibly difficult to gauge campaign effectiveness. Unique time-stamped goals like making specific purchases, visiting a webpage or engaging on social media elicit specific, measurable audience actions. Analyzing these results post-launch will inform responsiveness levels and help you optimize future direct mail campaigns.

As marketers learn to better wield customer data from direct mail campaigns, expect to see the boundaries blur between digital and physical channels. Marketers who understand the value of true omni-channel relevance will emerge as the leaders of their respective industries.



84% of consumers [reported](#) that personalization made them more likely to open a direct mail piece.



On the Move: Make the Most of All Mobile Channels

To optimize their omni-channel marketing strategy, B2C companies must lead consumers down a deliberate path to purchase, wherever they are. Creating seamless, intelligent campaigns requires automating personalized outreach across all devices.

Leverage these three channels to ensure you're maximizing returns on mobile.



SMS

90 percent of all text messages are read within [three minutes](#) of being received, making SMS a captivating marketing channel. Keep your calls to action either transactional or promotional in nature, so your customers can easily distinguish between a shipping confirmation and the latest deal. Be conscious of when customers are most receptive to messages—great content won't matter if it's perceived as an interruption.



Rich Push Notifications

Push notifications have become more engaging with the addition of rich content like images, video and buttons. Now marketers can create interactive mobile content that uniquely appeal to customers based on real-time behaviors. Share special promotions, send alerts and request product reviews—the possibilities for rich push are nearly endless. This channel's interactive nature creates a powerful way to encourage, entice and inform.



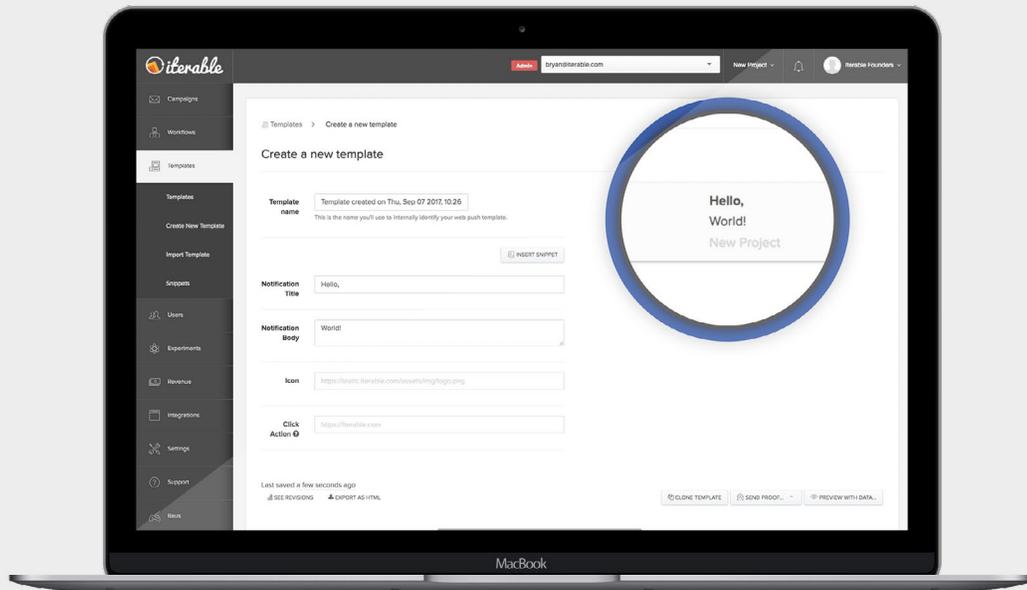
In-App Notifications

Triggering in-app notifications can [increase](#) conversion rates up to 400 percent. Whether they're used to offer time-sensitive discounts or remind customers of their loyalty status, targeted in-app messages can be extremely effective at improving mobile engagement and driving increased revenue. Measure in-app metrics, such as pageviews, clicks and conversions to gain a holistic view of notification success rates.

These mobile channels open a new realm of marketing opportunities, but such intimate methods of engaging consumers can either help or hurt the omni-channel headway you're making. Test on mobile responsibly and keep your customers' sentiment top of mind.



56% of consumer traffic to top U.S. websites comes from [mobile](#) devices.



Embrace the Browser: Power Up With Web Push

Web push notifications are a critical new addition to the modern marketer's omni-channel strategy. These personalized browser messages can be a highly effective way to reach your customers in real time and encourage them into taking immediate action.

Here are three best practices to bear in mind when building your web push strategy.



Master the Opt-In

Like with email and mobile channels, users first need to opt in to receive web push notifications. As a relatively new and unfamiliar communication method, many consumers will simply click no without hesitation. The solution is education. Inform customers of the personalized experience they'll receive: time-sensitive or location-based offers, account information and more. Communicate the value early and often to increase your chances of gaining their push permission.



Timing is Everything

The power of web push is its immediacy, but this can also be its undoing. A rookie mistake, for instance, would be to disregard your subscriber's own time zone. Mistimed messages are irrelevant and quickly categorized as unwelcome spam. Behaviorally triggered push notifications will triumph over out-of-context batched blasts. Maximize engagement by keying on the right moments to share your message.



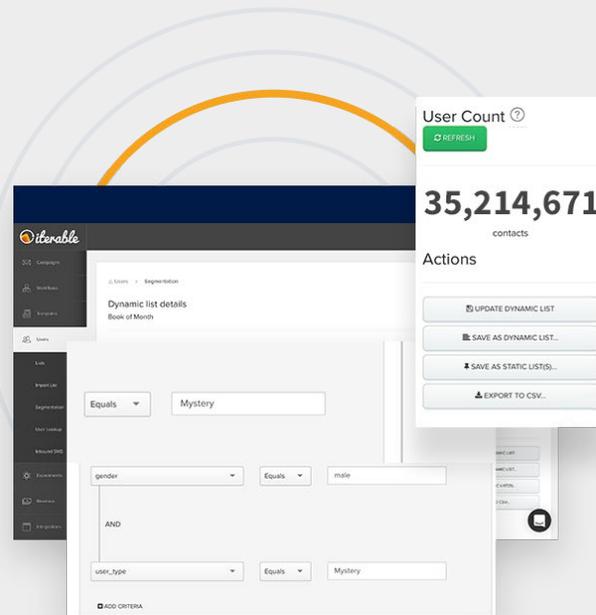
Earn Your Space

Strive to add value to your customers' experience without being a disruptive pop-up. Think holistically about the different inflection points of the customer journey to determine what would encourage higher engagement. The more personalized your push becomes, the more relevant and valuable your message will be to each user.

Web push is one of the most exciting marketing channels out there for growth marketers. Such an intensely personal form of communication holds incredible potential if used correctly. Many brands have yet to capitalize on this medium, but the value speaks for itself.



On average, 15% of unique visitors of a website [opt-in](#) to receive web push notifications, but 94% of those who do remain subscribed.



Keys to the Kingdom: Maximizing Social Data Returns

By gaining access to the social media lives of consumers, marketers are granted unprecedented personal data to better shape and tailor immersive brand experiences. Social data is full of incredibly rich insights that can help you boost your omni-channel relevance like never before.

Here are three key benefits to leveraging social media to trigger automated, intelligent campaigns.



Next-Level Targeting

With customer profiles enriched by social data, it's possible to segment campaigns using hyper-specific characteristics. Target these unique groups with interest-driven content they identify with and will readily consume. Real-time social data streams keep you “in the know” of your customers’ evolving tastes, interests, preferences and behaviors; the more you understand their nuances, the more message relevance you can provide.



Advantages of Attraction

Consumers are naturally drawn to sensory-driven purchasing experiences and social media helps brands key in on these preferential buying behaviors. Vivid imagery, eloquent messaging and interactive elements entice consumers to share, comment on and engage with branded content. Optimized content that is both rich in form and substance solidifies your value as a contributor worthy of re-engagement.



Future-Proof Your Relevance

As new platforms enter the market, it is more pertinent than ever to rigorously test the bounds of your reach. What’s hot in social media will rapidly change, so make sure your marketing technology can keep up. True omni-channel relevance requires getting the right message in front of the right people at the right time—explore all data variants as you fine-tune permutations of content and creative, regardless of what the kids are into these days.

The combination of first party, third party and social data streams will open new doors in the realm of presenting the most relevant content to each segment of your audience. As marketers better understand how to build robust subscriber profiles across all channels, their content will become more relevant and valuable as it is aligned with designated audiences.



Social platforms [account](#) for one in five minutes spent online in the U.S.

Why Savvy Growth Marketers Choose Iterable

It's estimated that today's marketer spends 90% of their time inside their marketing tools and only 10% on message and content creation. It's no wonder there is such a strong disconnect between marketers and consumers! Time that should be invested in nurturing experiences is usurped at an alarming rate by the tools designed to help them.

Iterable is the growth marketing platform that powers personalized omni-channel marketing at scale. Iterable captivates consumers with highly relevant and personalized messaging, activates campaigns on any type of internal and external customer data, and allows marketers to automate campaigns across all channels that matter to their consumer. Growth Marketers can use Iterable to quickly and intuitively build customer segments, build workflows, automate touch points, and test strategies at scale without engineering support.

How Is Iterable Different?



Modern Architecture

Iterable is built with industry-leading Elasticsearch technology. Onboard unlimited data, segment on real-time behaviors, personalize your message at scale and deliver to millions across multiple channels.



True Omni-Channel

Amplify your messaging resonance at enterprise scale with a personalized, true omni-channel experience across email, mobile, direct mail, web and social.



Single Data Platform

Ingest unlimited data from any platform, including commerce, service and data providers. Understand your customers' actions while reducing data silos.



Workflow Studio

Iterable's highly visual, drag-and-drop workflow builder triggers campaigns with an unlimited number of steps, branching and A/B tests.



Easy to Use

Iterable is built for marketers, who can now create sophisticated campaigns without technical resources. Use one platform to plan, execute and manage omni-channel campaigns.

We appreciate you reading the Growth Marketer's Playbook to achieving true omni-channel relevance. If you have any questions or feedback, we'd love to hear from you. You can email us anytime at: hello@iterable.com.

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