

Marketing Excellence:

Multichannel Marketing



Create alignment and a common marketing mindset and language

We believe that multichannel marketing – when done right – is still one of the core levers for ensuring effective and efficient marketing strategies. While multichannel marketing often considers only the quantitative use of different channels to send messages to our customers, we believe that adopting a customer-focused, performance-oriented approach and selecting the right channels are critical to success.

An integrated, performance-oriented, multichannel strategy provides your company with a 'true north' reference point. With this guidance, you can accelerate your business results by empowering your customers through relevant channels at every stage of their buying process.

To successfully implement an effective multichannel approach, marketers must:

- Know their customers and their preferences (Where do we reach them effectively?)
- Use facts and data to select effective communication channels
- Set channel-specific goals and define performance KPIs
- Measure the impact of communication measures and actively manage channel selection

As measuring an ROI on marketing spending is still one of the most difficult tasks for any manager, we strive in this module to develop an understanding of simple ways to measure and manage the performance of marketing campaigns. Developing the ability to set goals and then to measure against them is a crucial aspect of this module. While it is not focused on the evaluation of monetary impacts directly, this module presents ideas regarding how to measure effectiveness and efficiency within different channels. A multichannel strategy should always keep an eye on measuring and managing the performance of initiatives along the way – for all channels used.

Target Audience:

Marketing: Product Marketing, Customer Marketing, Campaign Management, Brand Management, Data and Insights Analysis

Sales: Account Management, Channel Partner

Other functions: Customer Success, Customer Support CRM-Systems, IT

Program Modules:

Interesting modules for building a strong base of knowledge *before* this module:

- Customer Understanding
- Customer Segmentation

Interesting modules for follow-up after this module:

- Omnichannel Marketing (to be developed)
- Performance Marketing (to be developed)

Learning Objectives:

- Understand the difference between omnichannel and multichannel and realize the importance of establishing an omnichannel/multichannel marketing strategy for my own business
- Get to know success factors for a successful multichannel marketing strategy set-up
- Understand why it is essential to have deep customer understanding combined with a thorough channel analysis to set the focus for developing a multichannel marketing strategy
- Apply new methods and selected relevant channels, touchpoints, and messaging to accelerate the organization's desired results
- Explore, in the context of a multichannel marketing strategy, new segmentation of target groups, and test new ways to engage with them in order to achieve desired business results
- Define the steps for building a multichannel marketing strategy

Key Differentiators

1. Leading-Edge POV on what marketers need today
2. Integrated with Seller & Buyer Cycle
3. People side of marketing: Tailored to your company's and people's needs and to personalizing the value
4. Customization for various industry and client needs
5. Research-based content
6. Virtual, in-person, and self-paced
7. Processes, tools, and application-oriented/experiential learning
8. Targeted, results-oriented learning journeys, supported by our impact maps and our unique approaches to measuring results
9. Go-Do's (on-the-job application of learnings)