OMNI-CHANNEL MARKETING

Omni-Channel Marketing is a customer-centric strategy where all a brand's communications work together to educate and empower the customer to be an informed participant in the sales process.

AGILE OMNI-STRATEGY

Leveraging our immense database of over 7,000,000 educators, Agile's **Omni-Channel Marketing** approach provides purposeful promotion of your products and services to target audience segments across digital marketing platforms.

As experts in education data, Agile works with you to create a strategic marketing plan, utilizing email, social, and digital platforms to reach your best customers where they spend time.

BENEFITS

- Greater customer reach + more effective targeting

- High engagement + enhanced data collection

- Ability to adapt + respond in real time

- Drives sales traction + revenue growth

Omni-Channel
EDGE

Omni-Channel Marketing is a proven force multiplier for growth, but long-term results require the right implementation tailored to your unique business goals.

Agile's digital marketing approach is designed to harness the growth power of omni-channel to amplify each client's momentum toward their particular strategic objectives.

ENGAGEMENT FEATURES

Agile Data Foundation

Custom audience segments built from our database of over 7 million educators

Audience Updates

Campaign audience updated weekly for optimal targeting + exposure

Performance Analytics

Continuously updated client dashboard tracking overall campaign performance and detailed breakdowns of ad groups + ad sets
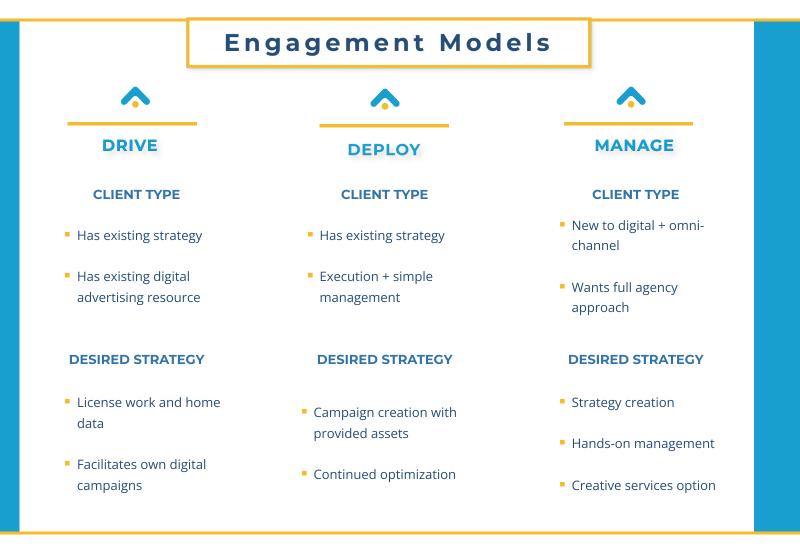
Optimization Strategy

Bi-weekly strategy meetings with dedicated Agile Omni-Channel team

At Agile, every omni-channel partnership is customized to the client's vision and based on an engagement model optimized to their business needs. With three flexible partnership options, you choose the approach that best fits your needs.

Engagement Models

DRIVE

CLIENT TYPE

- Has existing strategy
- Has existing digital advertising resource

DESIRED STRATEGY

- License work and home data
- Facilitates own digital campaigns

DEPLOY

CLIENT TYPE

- Has existing strategy
- Execution + simple management

DESIRED STRATEGY

- Campaign creation with provided assets
- Continued optimization

MANAGE

CLIENT TYPE

- New to digital + omni-channel
- Wants full agency approach

DESIRED STRATEGY

- Strategy creation
- Hands-on management
- Creative services option

Ready for omni-channel to open the door for more traffic, build awareness, and drive sales for your business? Reach out to Agile today!