OMNI Channel
Approach

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Introduction

In a successful implementation of an omnichannel strategy, there are many potential channels where consumers interact with your business. These channels come together to provide a consistent, seamless experience for the customer. Achieving this takes time and a knowledgeable partner to guide your team through the process. The right digital tools, tasks for relevant employees and oversight from managers and company leaders all need to be present to create an effective omni channel presence.

An omnichannel approach enables consumers to reliably reach out to your organization through any of the channels it utilizes and receives a consistent response, providing many different benefits. Shoppers know they can rely on your business to support their needs, whether they're teachers, administrators or a variety of other professionals working in the world of education. Building and maintaining that kind of relationship offers significant, ongoing value. This is something we've seen recently, with the education environment changing more than anyone could have projected.

Holistic Connections

When shoppers can reliably reach out to your organization through any of the channels it utilizes and receives a consistent response, the benefits are clear. They know they can rely on your business to support their needs, whether they're teachers, administrators or a variety of other professionals working in the world of education. Building and maintaining that kind of relationship offers significant, ongoing value.

Each channel should be used in a way that leverages its individual strengths while tying into the broader message. Understanding how to use individual channels successfully and how to build an effective campaign involving several such networks is a vital component of success. With so many channels available, you'll need to discover which ones will work most effectively together for your particular goals and objectives.

Let's take a look at a few of the most common channels and what they are used for.

Social Media

Avoid obvious repetition when it comes to sharing a specific message, even on different platforms. The same basic intent to promote a new product or an upcoming sale doesn't have to change, but the exact wording and imagery should vary somewhat from one post to the next. That's especially important considering how social media is a common tool in general and among teachers specifically for finding new ideas and inspiration for their classrooms.

With the popularity of new social media and the increasingly diverse platforms, it's important to note that different content works best on different channels. The potential tailoring of the audience is something to carefully consider. The voice used on social media should take the channel's more conversational nature into account but broadly stay in line with the voice used elsewhere, emphasizing the seamless, omnichannel nature of the campaign.

Social Media (continued)

Social media is one of the most effective channels for encouraging customer responses and gathering feedback.

One of the most basic yet important considerations is ensuring the initial message is both engaging and in line with other parts of the campaign.

To be a truly omnichannel experience, there needs to be a sense of cohesion and a seamless transition between different parts of the campaign. In this case, it may mean offering a customized landing page that customers see after clicking on a link or buy-now button in a social post, one that takes the information shared on that network into account as it further encourages customer action.

Email

> Email messaging is can more limited than social media, as it generally relies on existing customers or interested professionals who have shared their contact information in the past.

However, if you know how to use email effectively, it can be an ideal channel to fill particular needs. To create the best possible result, draw on previous interactions through other channels or in-person events to tailor the list of recipients and specific language and imagery used in the messaging.

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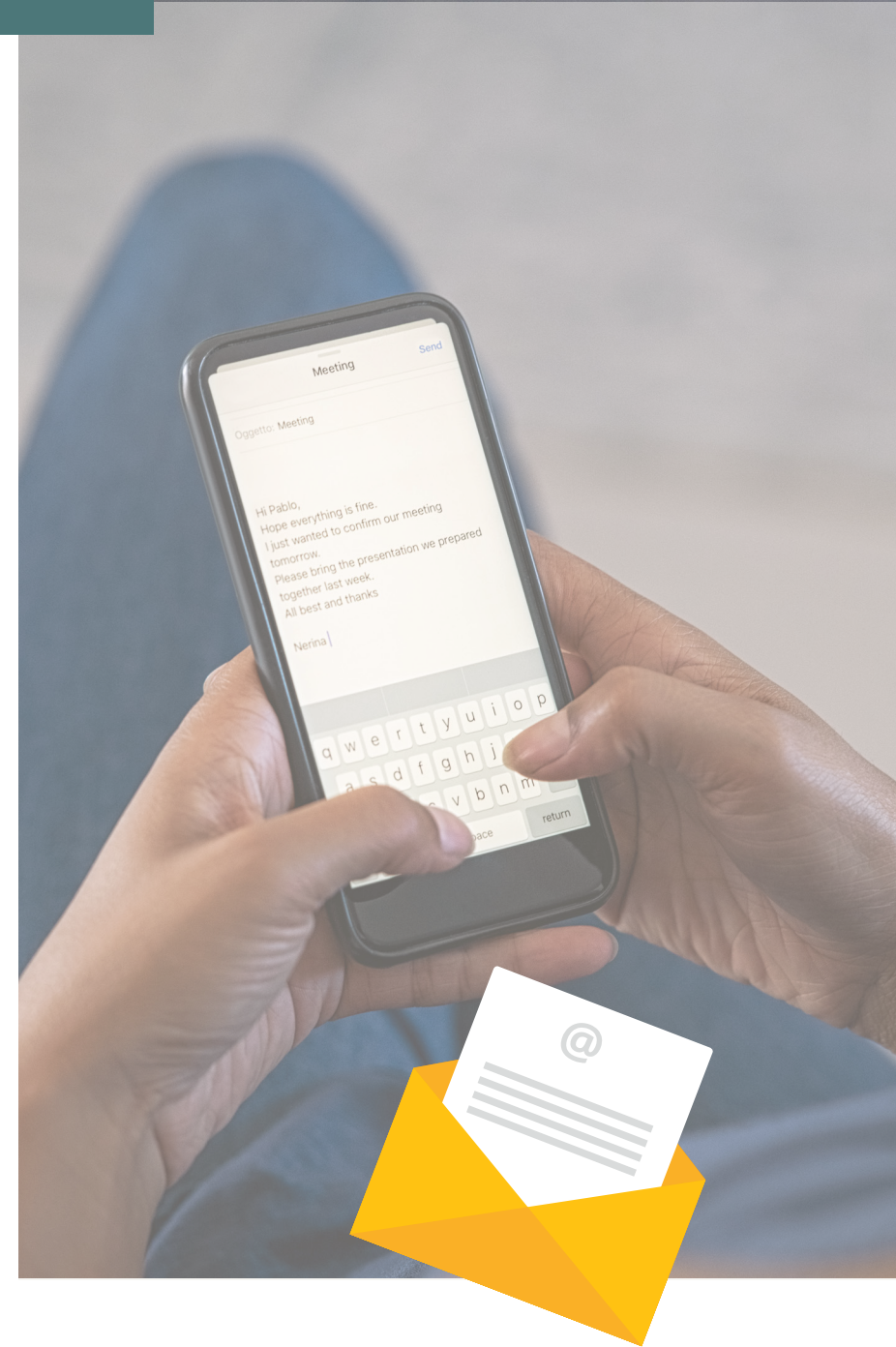
Email (continued)

> Email can deliver a more complete, self-contained and permanent message than is often possible on social media, and display it in a channel where there's less immediate competition for reader attention.

A good email should be readable and engaging through images and graphics. A targeted effort that offers a genuinely useful product or service to a specific audience of education professionals may well be better received over email than a very general message promoting a sale or event.

Direct Mail

> **As outdated as some may think email marketing is, direct mail can take even more effort to make effective.**

However, it does have its place when used correctly. The conditions must be right to support direct mail success. The mailing list must be impeccably curated and the inserts should be designed to appeal to the person who will open the letter.

Direct mail, when used as a part of an omnichannel campaign, is a unique supporting element that can add a sense of excitement that an email does not. Providing something of value, whether a discount or other kind of deal through a coupon or code, can encourage action and make recipients feel appreciated, especially if the mailer highlights the offer's exclusive nature. Thanks to its static, physical nature, direct mail will remain siloed in many ways, even in an omnichannel campaign; however, it can still be used effectively under the right conditions.

A Practical Workflow

A cohesive, effective omnichannel campaign starts with a strong overall message. The specifics can vary greatly, but there should be a clear end goal in mind that each element of the campaign can contribute to. With that purpose as a priority, it's far easier to develop all of the individual messaging that appears in emails, social media, direct mail and other channels.

A practice workflow uses all available channels to best serve their different purposes. As you've already read, social media and email campaigns can support the same goals, but the channels must be used in their own way.

> Creating content for each channel should take into account ideal send-out times and target audiences.

Why it's Important to Keep Prospecting Data Up to Date

Marketing automation is a vital tool for marketers and is a way to develop valuable insight into customers without manually conducting a time-consuming and complicated analysis.

Most channels offer ways to collect this data, and it's imperative to keep this information up to date so your team can react accordingly.

Prospecting data can give you insight into which channel is working the best for which demographic. If something in your emails is not connecting to the target audience and results in low email opens, it's time to adjust the strategy.

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Why it's Important to Keep Prospecting Data Up to Date (continued)

Agile's eProfile tool allows businesses to do exactly that, drawing on our especially robust warehouse of educational data and comparing and contrasting it to your own customer universe. With this service in place, you benefit from in-depth information that allows you to maximize the effectiveness of your campaigns.

Another extremely useful tool is AgileConnect, which allows for the investigation and review of a variety of education data. This platform makes sure marketers and sales teams have current and accurate contact and positional data available to them.

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How Sales Teams Fit
Into Omnichannel Marketing

While many of the core activities involved in an omnichannel campaign are more closely tied to marketing, there are still situations where sales teams play a vital role. Unless your organization offers a product or service that's targeted directly to educators or administrators for individual use and lends itself to a quick purchase, salespeople will generally have to be involved to complete the process and secure purchase.

> **In this way, salespeople can be viewed as another element of an omnichannel campaign.**

While they may not be intimately familiar with every single social media post or every line of an email, they should have a strong grasp of the campaign as a whole and discuss the key points with potential customers. These teams can also be extremely valuable when it comes to connecting with customers in a virtual space, which is becoming increasingly popular. It can reduce limitations and increase potential reach with top internal expertise.

Performance and Challenges
in the Education Market

In the education market, many elements come together to influence the way marketers, sales staff and other key stakeholders operate, both in general and specifically when generating and executing successful omnichannel campaigns. From the need to communicate differently with audiences who may work closely together—consider how a campaign aimed at superintendents at the district level differs from one aimed at individual teachers—to the unique financial structure of many public and private schools as compared to standard businesses, there's a lot to consider. This is where external tools can provide much-needed support and incredible support.

What KPIs
do I need to measure?

After spending so much time and energy on perfecting your omnichannel approach, it's important to stay clued in to how your efforts are performing. With this in mind, key performance indicators, or KPIs, are valuable ways to measure success. There are different indicators to look out for depending on the channel and campaign goals.

Two of the most important KPIs to consider when analyzing your omnichannel campaign include the following:

— **Revenue per lead** helps you understand the amount each successful prospect spends during the course of the campaign. This is crucial for determining if the campaign encourages action and if the purchasing options available to customers are easy to use and attractive.

— **Customer satisfaction** can be determined through checking in with interactions on social media and having sales staff gauge customer response during calls and in-person visits. With this KPI, you can gather valuable information that helps you better understand your audience.

Cost Per Lead and Cost Per Action

Let's take a closer look at these valuable KPIs and what they mean to your campaign's success.

Cost per lead and cost per action can help your team determine how effective spending on an omnichannel campaign is. Consider the size of the audience and how frequently they take actions related to your effort. Keep in mind that the pool of good, relevant leads should—and does—shrink over the course of a successful campaign, as more customers convert. Understanding this wrinkle of successful campaigns helps you make informed, accurate decisions even when KPIs appear to indicate a problem at first glance.
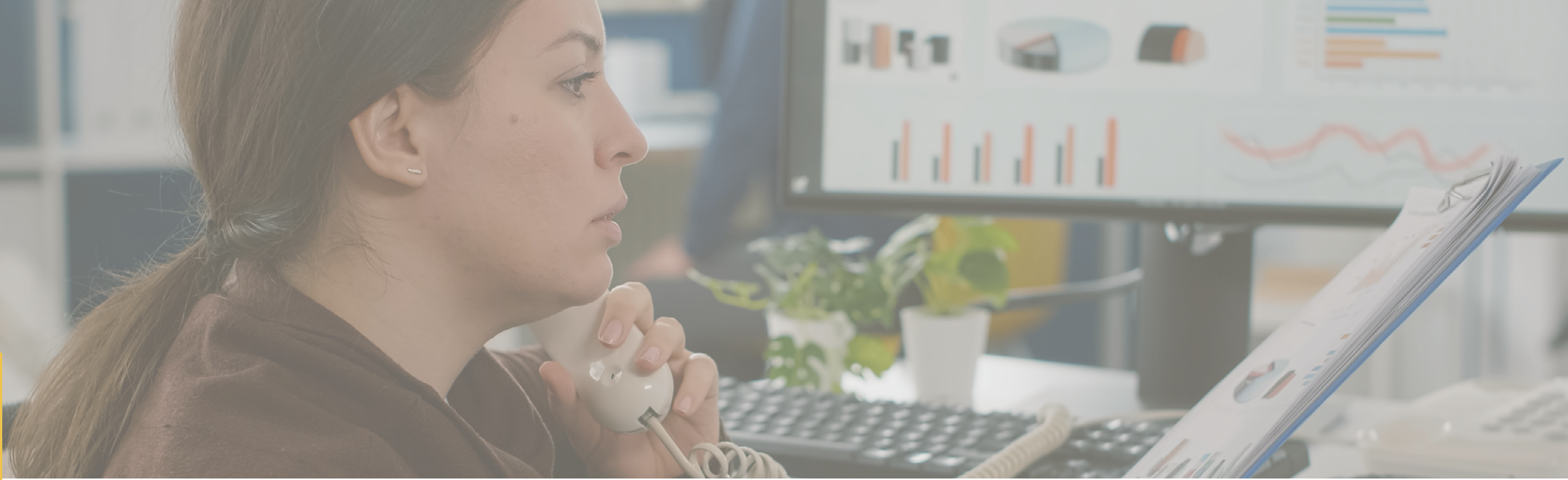
Attribution Challenges
and Measurement

> **When it comes to tracking customer actions and attributing them to specific behaviors in the education market, things can get more complicated.**

It's important to watch which kind of content increases engagement on which channel.

Access to many types of data about customer interactions with the campaign components is important in this context, but it can also make effective analysis more difficult. With too much data and a lack of a clear list of priorities and actions for analysis, it's easy to become paralyzed in the face of too many choices and an overwhelming amount of information.

Attribution Challenges
and Measurement (continued)

Just having this information is not enough—you need to know what to do with it.

Every department should have a streamlined process that supports effective cloud attribution measurement. Tracking performance and end results over long periods of time and from one campaign to the next is an important

way for the team to paint a more accurate picture of campaign performance and improve future efforts. Valuable insight can also be gathered by comparing performance between schools, districts, counties, states and regions, as well as looking at the actions of individual prospects.

Developing a Better Understanding of

Omnichannel Outreach

Omnichannel outreach is essential for thriving modern businesses to communicate with their audience efficiently, especially when it comes to the education sector. Leveraging a variety of channels for communication and converting prospects, and doing so in a way that makes the process enjoyable and as easy as possible for customers.

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Developing a Better Understanding of
Omnichannel Outreach (continued)

In an increasingly digital space where education concepts and ideas are always shifting, it's important to have a solid strategy in place to set yourself apart from the competition. Agile is here to help your business access relevant, useful data that can inform omni channel campaigns and support related reviews and analysis.

To learn more about how Agile's professional team can assist, **reach out to us today!**

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