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Málaga

"Omnichannel experience is a Multichannel approach to marketing, selling, and serving customers in a way that creates an integrated and cohesive customer experience"

Traditional Vs Omnichannel

Blind Send

Marketers are focused on their specific channels and miss the full picture

Fragmented Data

Matching and Merging are the main challenges

User Experience

Users switch device without having the same digital experience

Reporting

Campaigns outcome is often rough and inaccurate

Marketing Cloud Omnichannel Architecture

Marketers can better engage customers with the preferred channel

Merging and Matching become built-in features

Personalized Contents are the key added value

Campaigns Outcome reaches the Customer level

Architectural Challenges

Data

IDENTIFY the **Contact Key**
ANALYZE possible **Inconsistencies**
SHAPE the **Data Model**

Mobile Push

ADAPT the Mobile App to your **Use Case**
ALLOW **Registered Users** only to login with the Contact Key
APPLY Retention and Merging Rules on **Anonymous Users**

Template

CREATE one model for **W.E.A.P.** communications
DEFINE **Templates** for each channel
LINK frequently **Contents** within the W.E.A.P.

Integration

ANALYZE the **Systems** connected to Marketing Cloud
VERIFY the **Data** availability
STRUCTURE consistent **Data Flows**

How Marketing Cloud can help...

Social
Link Social users and 1st Party Data for an easy follow-up through other channels

Email
Link email and web experience through personalized contents

Push
Show personalized notifications and trigger more focused customer journeys

SMS
Support emails and push to engage customers & leads

Advertising
Connect Marketing Cloud with Web and Socials

DMP
Help Marketers to enhance analysis on customers and reuse it for doing marketing

Google Analytics
Link Marketing Cloud to the customer web experience, increasing conversion traceability

Web
Help Lead Acquisition & Nurturing connecting Forms with Journeys

Omnichannel Flow & Journey Demo

The use case

The scenario:

« The company 'Awesome Things Inc.' has launched a new product promoted in their websites and social networks »

The goals:

1. Get current customers to purchase the product
2. Generate and convert new leads
3. Analyze which is the preferred communication channel with which we generate the most engagement

The target:

- People who have interacted with the advertisements for the new product
- New potential leads

The assets

Channels used to build the target:

Salesforce DMP + Google Analytics 360 = Data Extension

Journey Builder activities:

ENTRY SOURCES
- Data Extension
- API Event
- CloudPages
- Salesforce Data
- Event

Flow Control
- Wait By Duration
- Wait By Attribute
- Wait Until Date
- Decision Split
- Random Split
- Engagement Split
- Join
- Einstein Split

Messages
- Push Notification
- Inbox
- Send SMS
- Email
- WeChatify
- Ad Audience

Customer Updates
- Update Contact

Sales & Service Cloud
- Task
- Opportunity
- Lead
- Contact
- Case
- Campaign Member
- Account
- Object Activity
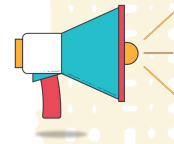- Convert Lead

The Journey
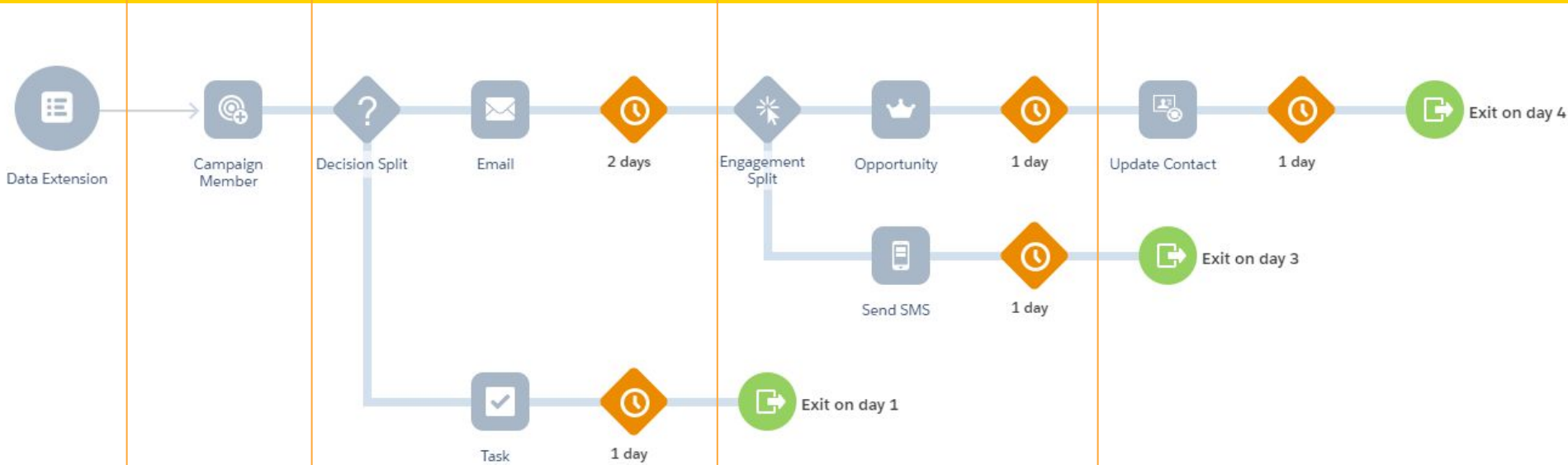
Entry source

Salesforce Campaign

Preferred communication channel

Best Next Action

Lead Nurturing Journey

Conclusion

Understanding the System Architecture

Building a consistent Data Model in Marketing Cloud

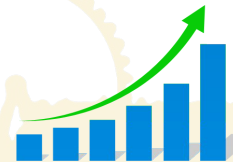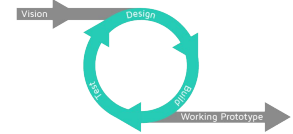Creating a Unified User Experience through your Channels

Using the Channels you are Ready for

Stay simple, stay standard

Dream > Design > Build > Test > Repeat

Measuring your channels effectiveness

Focus on the right strategy for your business

Who are the players to carry out an **Omnichannel Strategy**?

Omnichannel works better in **B2C** or **B2B**?

Where should I start?

Which **channels** should I add in my strategy?

What if I have **Inconsistent** Data?