RESULTICKS

The 21-Day Fix For Omnichannel

1st Gear
Warm up by committing to an integrated channel strategy pulling in connected data seamlessly and focusing on audience needs and preferences.

1.
Before committing to an omnichannel strategy, **take stock of your big data and personalization health.**

2.
Map the route! Assess your company's level of omnichannel maturity and **set a goal on what level of maturity to reach and by when.**

3.
Prioritize and **map channel strategy** for aspired maturity level.

4.
Define content, interaction and lifecycle strategies that align with the channel strategy.

5.
Put on your helmet and **determine the channels each audience segment uses**, their communities, influences and interests.

6.
Match your channel choices to demographics, behavior patterns, propensities and preferences. You're ready to move now!

7.
BREAK!
Before you take off, think of practical and aspirational experiences that might delight your customers.

2nd Gear
Understand all points and turns in your customers' journey to create a great customer experience.

8.
Script the audience journey for each persona or segment you've created, making sure that all channels and touchpoints are considered.

9.
Incorporate the right **touchpoints to inform, interact, and transact** with the right audiences along this journey.

10.
Ensure the **experience continues seamlessly at touchpoints such as responsive sites, appropriate social content** and more.

11.

You're really pedaling now! **Script and architect your responses** for each step of these journeys.

12.

Before you take the hill ahead, **double-check that each action or response is consistent** across those channels and touchpoints.

13.

Test the journeys you've built with small audiences groups.

14.

BREAK!
You made it up the hill! Before you keep going, rectify the gaps you noticed during testing.

3rd Gear
Get the entire organization involved in robust personalized, real-time context consistent across channels.

15.

Warm up for some sprints by **connecting the transitions between channels with some contextual content.** For example, use 'Welcome back' on your second campaign or better yet, 'Hi John, Welcome back!'

16.

BREAK!
Before you move on to measurement, make sure you have the right technology in place to get the insights you need.

4th Gear
Prove your omnichannel strategy works by measuring engagement and monitoring performance.

17.

Choose **technology that allows you to monitor performance in real-time** and make mid-course corrections as needed.

18.

Avoid bumps in the road by **defining clear metrics for every interaction and campaign**, including digital and other channels.

19.

Plan multiple campaigns to ensure you are capturing enough data to feed into your metrics and 'close the loop' on conversions to ensure you are getting a full view of journeys.

20.

In this last mile, **ensure your martech stack is an integrated one** that can analyze data as you add new channels.

21.

CELEBRATE!
You crossed the finish line and are now ready to move on to the 21-Day Fix for Real-time Marketing.

Omnichannel 'Diet Tips'

The 21-Day Fix for Omnichannel is most effective when coupled with a healthy channel diet. Remove the following from your omnichannel marketing diet:

1

DON'T assume one size fits all.

Every channel has specific strengths and limitations. What works well for one channel may not necessarily produce similar results in another. Take the time to re-evaluate your strategy frequently based on insights gained along the way.

2

DON'T send mixed messages

Make sure your channels complement - not compete with - each other for attention, messaging and interaction.

3

DON'T let siloed functions, data, processes or messaging diminish your omnichannel impact.

Just like group workouts provide accountability, the success of your big data store depends on how you institutionalize it across teams. Develop a framework to ensure the repository remains current and true, and empower teams to manage it through established processes.