

OMNICHANNEL MARKETING AS A NEW OPPORTUNITY TO BUILD AN EFFECTIVE CONSUMER INTERACTION STRATEGY

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Abstract. *The article is devoted to research and definition of the principles of omnichannel marketing technology and its rationale as an effective way to interact with the consumer and increase the efficiency of the enterprise. Whereas, in the conditions of growth of digital economy and production of information technologies, new approaches to marketing activity are formed. With the development of digital marketing, there is a need for new strategic approaches and technologies that can retain existing customers and attract new ones, build long-term relationships, and increase their LTV, especially when the consumer journey is not direct.*

The main goal of omnichannel marketing approach is to create a simple and comfortable customer experience that allows the consumer, regardless of location and information device, to contact the company (brand). The implementation of omnichannel approach in marketing will have a positive effect on

sales, customer confidence, and therefore the desire to return to make repeat purchases. The company can more effectively determine the range of products or services, price management and customer LTV. This will attract new customers, expand market share, help analyze customer behavior and personalize the sales funnel. Ultimately, all these things give an opportunity to improve the efficiency of sales and business in general.

The results can be used in determining the marketing strategy of the enterprise, which will improve interaction with consumers and increase the financial efficiency of the enterprise.

Introduction. In conditions of rise of digital economy and production of information technology, marketing activities in the enterprise should be based on strategies that link the goals of the enterprise and the interests of consumers. With the development of digital marketing, there is a need for new strategic approaches and technologies that can retain existing customers and attract new ones, build long-term relationships and increase their life cycle, especially when the consumer's path is not direct. The development of modern information technologies allows to create a common digital environment for work and interaction with consumers at all stages of the life cycle, which has become the basis for the

formation of omnichannel marketing. The aim of the work is to determine the principles of omnichannel marketing technology and justify its use as an effective way to interact with the consumer and increase the efficiency of the enterprise

Main Part. Under the rapid development of information technologies and digitization of a significant number of processes, consumer behavior is changing. The number of consumers buying offline and online simultaneously is growing every day. According to IBM, the e-commerce market grew by 30% in 2021, while regular sales increased by 1%. At the same time, according to the CBR (Customer and Business Research), 78% of consumers use the Internet (CBR research). It is more and more difficult for buyers to choose the necessary product, and it is more and more difficult for manufacturers and enterprises to stand out in a competitive environment and increase sales efficiency indicators. Most companies are forced to transform and implement new approaches, modern and effective marketing tools, digital technologies. Omnichannel marketing is one of the modern business technologies, which focuses on consistent, personalized customer experience at different points of contact. Earlier, before the advent of omnichannel marketing, multichannel marketing was the most prevalent in the scientific researches on how to interact with the consumer. Multichannel marketing is the ability to interact with potential customers on different information platforms. Thus, it is the marketing of different channels, which simplifies the choice of the most convenient method of purchase for customers (Kotler, 2018). But this approach has certain shortcomings, among which Kotler identified the following ones (Kotler, 2016):

- high probability of competition between marketing channels;
- lack of clear division of rights, responsibilities, roles between channel participants;
- lack of consideration of consumer's preferences about the channel for forming a portfolio of interaction channels.

These shortcomings can be eliminated while using omnichannel marketing to build interaction with consumers. Omnichannel marketing is a type of marketing that involves the continuous use of several communication channels to interact with the consumer (Omni channel marketing). That is, it is a digital marketing strategy that uses many different channels to reach customers with a sequential message through multiple touchpoints that create a single digital environment for work. Experience with omnichannel suggests that a multichannel customer sees similar marketing communications on multiple platforms that he visits frequently, and each message brings him closer to the purchase. The consumer, choosing the way to interact with the company himself, receives personalized, complete information about the product, access to the range and terms of delivery in any marketing channel, as well as the opportunity to start shopping in one channel and finish in another as they are integrated.

There is a clear difference between multichannel and omnichannel marketing. Multichannel marketing describes the strategy of using several different channels for marketing, while omnichannel marketing involves combining these channels into a single process (www.masterclass.com). Comparative analysis of multichannel and omnichannel marketing is shown in table 1.

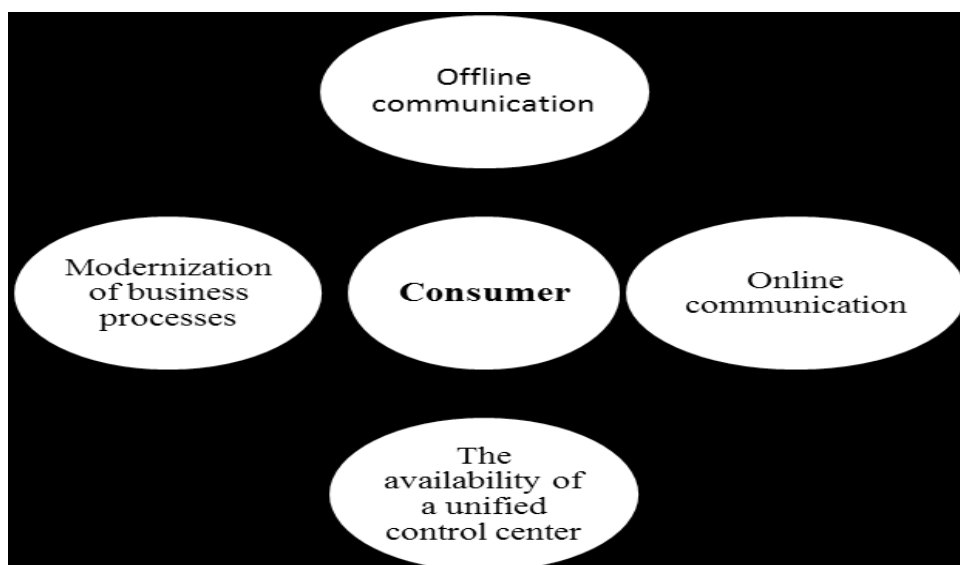
Table 1. Classification of multichannel and omnichannel strategies

Classification features	Multichannel strategy	Omnichannel strategy
Aim	To increase the number of unrelated points of contact with different consumers	To simplify customer experience as much as possible, which means integrating all channels into a single digital environment for receiving and retaining data
Main focus	Marketing interaction channel	The consumer and his customer journey
Number of channels	Multiple channels, yet online and offline are not integrated with each other	A single control center with a set of channels integrated with each other (offline and online)
The availability of a unified control center	No need	Necessary
The principle of interaction with the consumer	General	Personalized
Modernization of business processes	No need	Necessary

Source: formed by the author on the basis of researches.

Based on the comparative analysis, it is possible to form a conceptual model of the interaction of omnichannel marketing with the consumer (Fig. 1)

Figure 1. Interaction of omnichannel marketing with the consumer

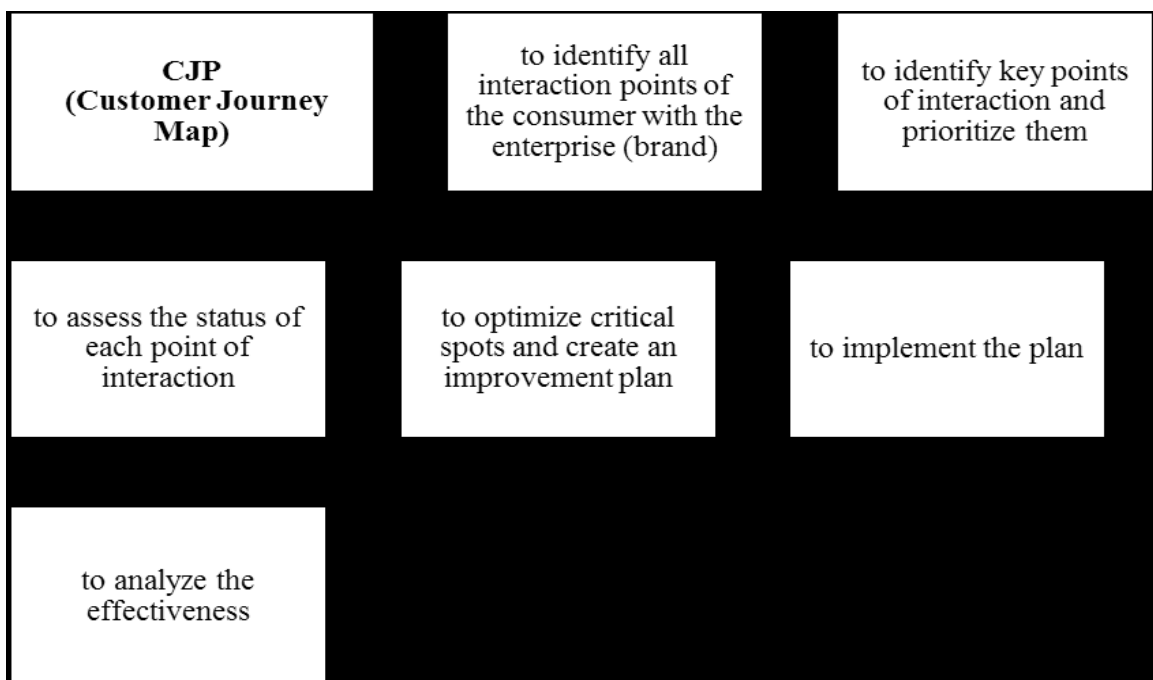


Source: formed by the author on the basis of researches.

The effectiveness of omnichannel marketing largely depends on the integrated channels of interaction between consumer and enterprise. To clearly understand the points of contact, analyze them and form omnichannel tools, CJP (Customer Journey Map) has to be formed – the client's path from needing

the good / service to the time of purchase / receiving services, i.e. description of his path and interaction with enterprise resources (esputnik.com). Having a clear understanding of consumer behavior, it is possible to interact effectively with him. Algorithm for constructing CJP is presented in Figure 2.

Figure 2. Algorithm of CJP (Customer Journey Map) construction



Source: formed by the author on the basis of researches.

It is necessary to begin construction of CJP with determination of consumers' interaction points with the enterprise (brand) which can occur while contacting with it. The next step is to determine extreme points (beginning and the end of the interaction process). If the company has several segments of client base among its customers, then CJP is supposed to be formed according to each segment of certain customers. The next step is to identify and prioritize key points of interaction. Each channel or point of interaction should be assessed in detail, based on the studied information about the target audience, the scenario of interaction, the criteria

of interaction success. Next, to list all the possible barriers that consumers may encounter at a particular point of interaction. The next step is the need to optimize critical areas and identify ways to reduce and eliminate barriers. The best solution can be found only by testing and tracking the result. If the new version works better than the previous one, you can move on to further optimization. The next step is to identify those responsible for optimization and create the necessary resources for this. Those responsible for further optimization processes begin to implement

the optimization and improvement plan. For the effectiveness of work, the efficiency of processes should be analyzed in detail. Among the indicators that need to be determined after the completion of the process is the conversion, ROI (allows you to estimate the real benefits of optimization). Additionally, there are Retention Rate and Repeat Purchasing Rate, which will also show in more detail the efficiency of optimizing interaction points in CJP. There are software solutions for creating CJP that will help structure large amounts of data. Among such software products are Miro, UX Pressia. Touchpoint Dashboard, Smaply and others.

Thus, the implementation of the omnichannel approach requires the synchronization of marketing and information technology. Omnichannel marketing depends heavily on consumer data to track customer experience across different channels. The feature of omnichannel marketing is that from each point of interaction with the company (brand) you can get information about the customer, track his path and have a general picture of moving through the stages of making a purchase decision (Forrester Research Inc.). The implementation of such strategy requires a large number of all types of resources associated with the need to process a huge amount of consumer data coming from all channels of the enterprise: website, mobile applications, physical stores, social networks, contact center. Combining data from different sources and providing it to users in a unified form provides a significant advantage to any business. This is impossible without an integrating platform (eSputnik, Terrasoft, Mindbox, Synerise, Sendpulse, Sendsay and others). This process is carried out by integrating and using interaction interfaces (APIs) between different platforms that automate different processes.

Thus, in order to start creating an omnichannel marketing strategy you need:

1. To examine the target audience of potential consumers and how they can be reached. With a clear idea of how customers interact with the enterprise (brand), integrated communications that work together to encourage customers to convert can be formed.

2. To segment your consumers. The segmentation process involves structuring and grouping customers based on different demographics, such as gender, geography, age, income. By dividing consumers into units according to their key differences, the customer experience can be set up.

3. To choose communication channels. That is, to choose which channels to use, first determining where consumers want to receive information (online resources, social networks, e-mail, etc.). The main thing is to ensure coherence of marketing for all channels.

4. To track the Customer Journey Map. Identify different points of interaction through which consumers will pass from the first contact to the final purchase. You need to find out where customers come from and how they interact with marketing, then you can tailor advertising to their specific interactions and focus marketing on the right channels.

Omnichannel marketing allows you to increase the base of active consumers and reduce their outflow, create a positive customer experience, ensure the growth of Brand Awareness, thereby increasing the financial efficiency of the enterprise. Among the indicators of economic efficiency, the following ones should be indicated:

- high conversion rate at each stage of interaction;
- high return of investment (ROI) at each stage of the interaction, as the points of interaction are more personalized;
- loud and adaptive strategy that allows you to optimize processes quickly;
- high LTV (Lifetime Value – the life cycle of the client – the total profit received from one client for all time);

- high level of customer satisfaction and decrease of CAC (Cost of Customer Acquisition);
- management and coordination of the use of integrated marketing channels through a single center;
- business development and scaling.

Conclusions. Having identified the basic principles of omnichannel marketing technology, we came to understand the need for the transition of enterprises from the traditional, multichannel approach to omnichannel one. The main goal of omnichannel marketing approach is to create a simple and comfortable customer experience that allows the consumer, regardless of location and information device, to contact the company (brand). The implementation of omnichannel approach in marketing will have a positive effect on sales, customer confidence, and therefore the desire to return to make repeat purchases. The company has the opportunity to design a range of products and services more efficiently, manage prices and the customer's life cycle. It allows to get new customers, expand part of the market, help analyze customers and personalize sales funnel. Ultimately, all these things give an opportunity to improve the efficiency of sales and business in general. Consequently, in order to create an effective omnichannel experience, it is necessary to have a precise marketing strategy, which is based on the consumer data, detailed segmentation and a coherent plan for personalized interaction with the customer.

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რეზიუმე

სტატია ეძღვნება მრავალარხიანი
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გაუმჯობესების შესაძლებლობას.