

ORACLE
Marketing Cloud

Go Further with

Cross-Channel Marketing

An Ignite Guide – 10 minute read



To the marketer who's always on

This series of guides is for the marketer who needs to know what's trending in modern marketing. It'll get you up to speed on pivotal topics in less time (and less effort), so you can get back to work.



The rundown

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Keep up with today's customers

In today's marketing world, customers dictate the terms and times that they interact with brands. They want to engage with your brand on the channel of their choice and be able to cross over to a different channel whenever they choose.

The challenge for marketers lies in keeping up with customers and anticipating their wants, preferences, and needs across multiple devices and channels with a consistent, seamless experience. Cross-channel marketing creates more visibility and touchpoints for brands to interact with consumers at retail storefronts, on TV or radio, and across digital channels, such as email, social, mobile, and display.

Cross-channel marketing:

- Offers shoppers more choices to engage with your brand and less friction across their entire experience
- Creates more consistency in your brand voice and messaging across channels for a stronger and more singular impact
- Drives more customer loyalty (and in turn a quicker ROI) due to how you're addressing and anticipating customer needs

Cross-channel vs multichannel vs omnichannel

At times, cross-channel marketing can be confused with two other related forms of marketing, namely multichannel and omnichannel. However, there are significant differences between the three.

- ✓ Multichannel marketing means using multiple channels to connect and engage with customers. They, however, are not connected to each other, and thus do not provide a seamless, connected experience.
- ✓ Cross-channel employs multiple, connected channels to reach customers. This allows for an easier and more seamless transition from channel to channel. The different channels record information about the customer and communicate it between each other, so they can all come together into a single, consistent customer journey.
- ✓ Omnichannel involves multiple channels being interconnected as well as interactive. These channels simultaneously exchange information about customers and join together to create a seamless, comprehensive experience.

Personalization is key

Using customer data, marketers can better personalize their cross-channel marketing touchpoints. The better marketers understand their customers and the channels and content they prefer, the better they can deliver solutions that can make their customers' lives and jobs easier. The more marketers can personalize, the better the chance they have of engaging, delighting, intriguing, and winning over customers.

This customer data can come from tracking customer behaviors across channels and devices to gain an understanding of their interests and preferences. Marketers can also utilize A/B and multivariate testing to see what different elements of cross-channel campaigns customers better respond to and then tweak, improve, and optimize accordingly.



Common hurdles

According to Google Research, 98 percent of Americans¹ switch between devices in the same day. SDL found that 90 percent of consumers² want a consistent experience across channels. Heinz Marketing discovered that businesses that use multichannel marketing have three times as high an effective rate³ as those that don't.

However, despite a clear need for cross-channel marketing and the fact that it gets results, many marketing teams face common hurdles in implementing cross-channel marketing, such as:

- Lack of time and resources
- Not having the right tools
- Difficulties in planning, keeping track of, and effectively launching cross-channel campaigns



Benefits of a cross-channel marketing solution

A proper cross-channel marketing solution provides a single platform to manage and orchestrate interactions with customers across all channels. It helps marketers reap dividends by helping them:

- Leverage customer data to create relevant and meaningful experiences
- Personalize at scale
- Build engaging content across channels
- Enforce brand voice and messaging consistency across channels and campaigns

- Coordinate and connect cross-channel marketing efforts
- Make testing faster and easier
- Use reporting and analytics features to see what channels customers prefer and what content caused them to convert and where they might have dropped off

Such a platform allows campaigns to reach and engage with more customers across different channels and provide the content that has a better chance of solving customer problems and gaining their business.

The power of Oracle Marketing Cloud

Oracle Responsys

is a cross-channel marketing platform for B2C marketers that provides customer and campaign info to help you pivot quicker. From micro-conversion analytics to multi-channel attribution, Oracle Responsys puts everything your cross-functional team needs in one place. Look for it inside Oracle Marketing Cloud.

Oracle Responsys
(B2C Cross-Channel Orchestration)

Oracle Bluekai
(Data Management)

Oracle Infinity
(Data Analytics)

Oracle Maxymiser
(Testing & Optimization)

Oracle Eloqua
(B2B Marketing Automation)



About Oracle Marketing Cloud

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive campaign effectiveness, brand reputation, and customer loyalty. Oracle Marketing Cloud offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent, and connected experiences to customers wherever they are and however they choose to engage.

Sources:

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2. Vicky Ryce, "Ninety Percent of Holiday Shoppers Expect Consistent Brand Experiences Across Channels and Devices According to SDL Survey," SDL, 2014, <https://www.sdl.com/about/news-media/press/2014/90-percent-of-holiday-shoppers-expect-consistent-brand-experiences-across-channels-and-devices-according-to-sdl-survey.html>.
3. Matt Heinz, "Research: Integrated Multichannel Marketing Twice As Effective As Operating in Silos," Heinz Marketing, 2017, <https://www.heinzmarketing.com/2017/10/research-integrated-multichannel-marketing-twice-effective-operating-silos/>.

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