Varghese Abraham
Former Assistant Professor,
Jai Bharath Arts and Science
College, Perumbavoor, Kerala,
India

Jerin Joseph
Assistant Professor, Jai
Bharath Arts and Science
College, Perumbavoor, Kerala,
India

Managing Promotion across Omnichannels in Modern Digital Era. A - Brief Review

Varghese Abraham, Jerin Joseph

Abstract
Marketing has been around as long as humans have been selling things. It takes two sides of the same coin: build the product, sell the product. The emergence of the internet, mobile devices and social media had revolutionized the marketing and the customer's experience. The digital technology has brought significant changes in the modern marketing promotions. The trend for companies to individualize customer engagement came from fairly modern technological and economic developments. The omni channel concept not only recognizes the range of channels available to consumers to transact, but also considers the varied interactions in the shopping process that consumers have before, during, and after purchase. It target the prospect with personalized messaging tailored to their stage in the customer journey. The topic itself is particularly relevant as technological development continues to disrupt marketing strategies and practitioners are debating as to how to respond. This paper is a significant step forward to analyze how to manage promotion across omnichannels in the modern digital era.

Keywords: Omnichannels, Messages, promotion

1. Introduction

The emergence of digital technology, social media and mobile devices have led to significant changes in the marketing, as firms leverage connectedness in an attempt to be present in all channels of interaction. Digital technology is playing an important role in all modern business for influencing sales and will continue to do in near future in a larger way. An omni-channel digital marketing strategy builds the organization ability to service different buyer personas within multiple channels, while also being able to gather and enrich the data that comes along with these transactions. The omni-channel concept not only recognizes the range of channels available to consumers to transact, but also considers the varied interactions in the shopping process that consumers have before, during, and after purchase. It incorporates the needs, communications, and interactions between customer, brand, and retailer. Thus, it's important that websites, e-mail campaigns, social media messaging, and physical stores all show consistent messages, offers, and products. Omni channel marketing and the omni channel customer journey are now acknowledged as important aspects of marketing in almost all industries, not just retail. Omnichannel marketing focuses on the customers first. It watches their engagement with the brand, records it and uses the data to make the customer informed on promotions and optimizes campaigns as they go. A true omni-channel experience is one where the on-line and physical channels are seamlessly knitted together, so that customers can transition from their mobile device or computer to in-store engagement with total continuity and absolutely no drop-out.

As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. In effect, despite there is some empirical research about effectiveness of omnichannel retailing, there is no research which focuses on managing promotion across omnichannel. The purpose of this paper is to present how marketers can manage their promotions across Omnichannels in the modern digital era.

Correspondence:
Varghese Abraham
Former Assistant Professor,
Jai Bharath Arts and Science
College, Perumbavoor, Kerala,
India

2. Objectives of The Study

a) To evaluate marketing promotion across Omnichannels.
b) To identify major difference between multi-channel, cross-channel and omni-channel.

3. Methodology

This study is based on the analysis of the secondary data published in the magazines and websites.

4. Literature Review

Verhoef, P. C., Neslin, S. A., &Vroomen, B (2007). There is a strong cross-channel synergy from catalog search to Internet purchase. Some research shopping whereby the consumer searches in the catalog and then buys on the Internet. The highest research shopping percentage is the Internet Search and Store Purchase combination. Neslin, S. A., & Shankar, V (2009). Identified three potential visions in driving multichannel strategy which include efficiency, segmentation, and customer satisfaction. The efficiency perspective views multichannel efforts as cost reduction. The segmentation approach views multichannel as a device for segmenting the market, i.e. for serving Segment. The customer satisfaction perspective views multichannel as a way to enhance customer satisfaction. Pentina, I., & Hasty, R. W (2009). Identified a significant impact of the consistency of marketing mix factors in multichannel environment on the customer experience. Verhagen, T., &Dolen,W. V (2009).Both offline and online store can influence consumer online purchase intentions. Store atmosphere and layout might not directly affect purchase behavior but may result in avoidance behavior. Cook, G (2014). Omni-channel gives customer the opportunity to undertake the buying process on their terms and at their convenience. Omni-channel presents the retailer with the opportunity to make the experience so smooth that the customer wants to keep coming back. Frazer, M., &Stiehler, B. E (2014). Inferred that consumers shopping journey has become omnichannel; they strategically switch channels to best suit their personal convenience when evaluating and purchasing products. In response, more and more retailers are starting to transition from the traditional channel-specific management style to omnichannel operations, where different channels are integrated in a seamless way. Piotrowicz, W., &Cuthbertson, R (2014). Marketers aiming to implement an omnichannel strategy may need to focus on mobile and social networks as new channels, balancing privacy, customization, and should redesign their supply chain network, while at the same time keeping in mind different customer requirements. Ahmed, S., & Kumar, A (2015). Strongly support that Omni-channel effects exist between cross channel synergy and channel migration. Marketers will be able to interact with customers through countless channels—websites, physical stores, kiosks, direct mail and catalogs, call centers, social media, mobile devices, gaming consoles, televisions, networked appliances, home services, and more. Beck, N.,&Rygl, D (2015).OmniChannel is the set of activities involved in selling merchandise or services through all widespread channels, whereby the customer can trigger full channel interaction and/or the retailer controls full channel integration.Verhoef, P. C., Kannan, P.K.,& Inman, J.J (2015). Multi-channel retailing is moving to omni-channel retailing. The advent of the online channel and new additional digital channels such as mobile channels and social media have changed retail business models, the execution of the retail mix, and shopper behavior. Bhasin, H, K (2016). The ultimate aim of retailers is forward thinking and to have a joined up customer experience at every touch-point driven by innovative use of in-store technology and logistics. Chopra, S (2016). Omni-channel retailing should be structured to create a supply chain that is both cost effective and responsive to customer needs. Hubner, A., Holzapfel, A., & Kuhn, H (2016). An omnichannel retailer's distribution system also requires a backward distribution concept, since online customers demand options for returning the products they purchased if they do not want to keep them. Mosquera, A., OlartePascual, C., &JuanedaAyensa, E (2017). The marketer ensures coherent and consistent communication across the various channels and touch-points. Customers may wish to interact with the company at any given time, mainly the physical store, the online channel, the mobile channel, and social media. Rajan, C, R., Swaminathan, T, N., &Pavithra, M, R (2017). There are multiple channels of communications available to customers and customers at a time access one channel while in the middle they shift to another channel, like accessing a mobile app from a store. Reguraman, M., Ganapathy, S., & Skylark, G, F (2018). The most powerful form of advertising has always been word of mouth. That's why social media has such power and is sure to have staying power, as well. Simone, A., &Sabbadin, E (2018). Omnichannel, in a customer centric perspective, will need to provide the customer with a relevant, engaging and seamless integrated shopping experience.

5. Development Phases of Omnichannel

It is very common to see that the development of omnichannel promotion in an organization pass through three different phases in their journey for achieving a singular view of each customer. The architectural journey from single channel to omnichannel has picked up speed in last several decades.

5.1 Single-channel marketing- strategies focus on single means of reaching the customers. Single channel refers to a producer or retailer's effort to reach customers through only one distribution option, regardless of whether it's online, catalogue, mail-order, face-to-face selling or traditional retail. Each channel has its own benefits and limitations. Single-tier distribution is a channel design in which vendors develop direct relationships with channel partners that sell to the end customer.This approach reduces marketing investments and organizational complexity. However, the risk with this approach is missed selling opportunities as customers shop alternative channels.

5.2 Multi-channel marketing -Multi-channel marketing is a strategy to provide customers with multiple ways to purchase the same product. Multi-channel refers to a producer or retailer's effort to combine and blend different distribution channels to accommodate where and how consumers make purchases, ensuring that producers and retailers will be present when the purchase decision is made. The objective is to make it easy for a consumer to buy in whatever way is most appropriate for them. It also focuses on improving customer interactions to foster better brand loyalty.Multi-channel marketing allows the firm to reach its prospective or current customers at the point of purchase in a channel of their liking. A multi-channel

marketing strategy needs to be supported by good organizational discipline and infrastructure. At the most basic level, firms with a multi-channel strategy must ensure that the details and prices of goods are consistent across channels.

5.3 Cross-channel marketing- Cross- channel marketing is the logical extension of multi-channel marketing, designed to deliver a consistent message on all channels. Cross-channel marketing incorporates all of the different touch points in the customer journey and treats them as a whole, rather than separate entities. This enables marketers to reach out customers across multiple touch points. This means that different channels record and communicate information between them, allowing customers to "cross over" between different channels relatively seamlessly during the buyer's journey. This approach is designed to create a cohesive marketing strategy that spans several channels and increases potential customer engagement. Cross-channel approach keeps a Single customer view. Building a Single customer view allows marketers to segment the data and customize their campaigns accordingly.

5.4 Omni-channelmarketing-Omnichannel is a multichannel approach to sales that seeks to provide customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store. Omnichannel refers to manufacturers or dealers with both a physical and digital presence. It represents a strategy that businesses are taking to connect the multiple sales channels they may have and fused them into one, cohesive and consistent experience across the brand to meet the expectations of consumers. It is a modern approach to commerce that focuses on designing a cohesive user experience for customers at every touch point. In Omnichannel marketing strategy consumers can interact with brands in a multitude of ways. The various channels include advertising, the Internet, social media, surveys, direct mail, phone calls, emails, in-store experiences, ratings and review sites, and countless more. Providing a consistent customer experience across these channels is critical for maintaining a positive brand identity. To accomplish this, marketers must overcome lack of sufficient budgets, lack of adequate technology and a dearth of staff know-how.
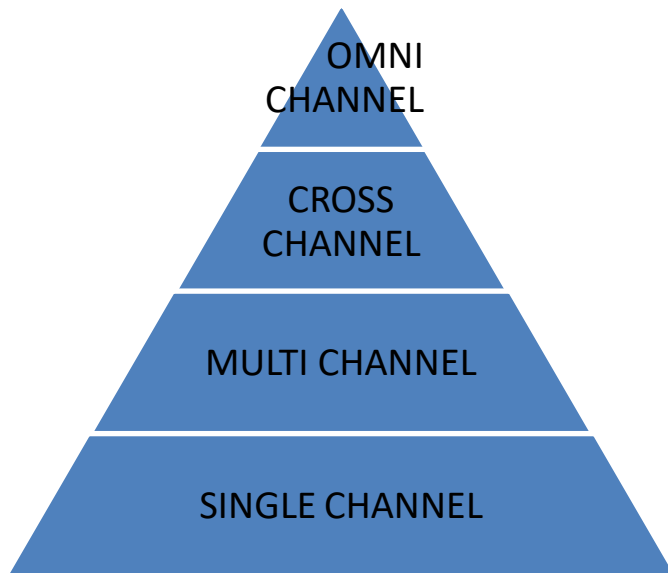
Experimental
Creates real-life experience to customers that will be remembered.

Complimentary
Each channel is deployed in connection with other channels to pass information.

Transactional
Customer can pay and take delivery of product / service in different ways.

Informational
To discover or to find the product
Customer is looking for.

6. Differences between Multi-Channel, Cross-Channel, and Omnichannel

Major areas of difference	Multi-channel	Cross-channel	Omni-channel
Approach	Multichannel is a more marketer-driven, siloed approach.	Maintain coherence approach of messaging through connected channels.	A more comprehensive approach where prioritize being omnipresent in the consumer.
Objectives	Maximum sales per channel.	Sales by channel or connected channels and touch-points.	All channels work together to offer a holistic customer experience.
Newness	Traditional approach of utilizing multiple sales avenues to reach different audience.	Cross-channel is the next level up from multi-channel.	Modern concept focused on delivering a multi-channel sales approach which provides customers an integrated involvement.
Channel management	Partial interaction with channels is expected.	Interaction with connected channels is expected.	Complete interaction with all channels and brand is maintained.
Data sharing	Data are not shared across channels.	Data are shared across selected channels.	Data are shared completely across all channels.

Degree of integration	Limited	Enables switching between certain channels and touch-points.	Total switching between channels and touch- points is posible.
Customers	No possibility of interaction.	Can trigger partial interaction and can use channels in parallel.	Can trigger full interaction and can use channels simultaneously.
Sales people	Do not adapt selling behavior.	Adapt selling behavior using different arguments depending on the channel.	Adapt selling behavior using different arguments depending on each customer needs and knowledge.

7. Steps to Be Followed in Developing an Effective Omnichannel

Building customer profiles: As a basis for working Omni-channel, a company needs to identify and gather all data elements related to prospects and customers to form unified master customer profiles. Data resides in a wide range of systems across the organizations such as sales and call center systems, e-mail marketing engines, web and e-commerce sites as well as on various social platforms. Data should be merged and managed on a real-time basis.

Establish customer insight: Customer insights are found by looking at relevant customer data. Once data has been gathered on individual customers, it is possible to establish insights to support customer interactions. These insights can be based on both business logic and analytics. Customer insightshelp to make personalization in messages. Customers get a feeling that email or message was written just for them.

Connect channels: When the customer reaches out through email, social media or call, they should get a consistent response. Various channels and platforms currently used for customer interaction are integrated for a better customer experience in this stage. Initially select the channels with most customer interaction to work seamlessly. This includes both below the line media and above the line media. Flexibility is needed as new digital platforms and channels continue to emerge.

Training and coordination: One of the strongest foundations of a successful Omni channel implementation is consistency and a unified team. Marketing people and agents are usually the first personnel point of contact for the customers. It is important for the organization and employees to be on the same page as far as organizational goals and vision are concerned. One way of doing that is by training them. Training will enable them to handle tricky situations, difficult customers and acquaint them with various channels of customer support. Coordination within the entire business is necessary to provide a holistic experience to customer.

Content and execution: A part of establishing an Omni-channel customer engagement is to ensure that there is an overview and availability of all the possible messages to facilitate the interaction. These messages can be service- and sales-related and somewhat different, depending on channels and platforms. The seamless integration ensures that the right message is always chosen at the right time in the right channel.

Develop metrics that track and assess the effectiveness and efficiency of the omnichannel: The quantitative measurement of an omnichannel strategy is complicated to evaluate. To understand omnichannel performance, it is important that supply chain leaders establish an array of metrics to measure the efficiency (cost) and the effectiveness (capability) of the processes.
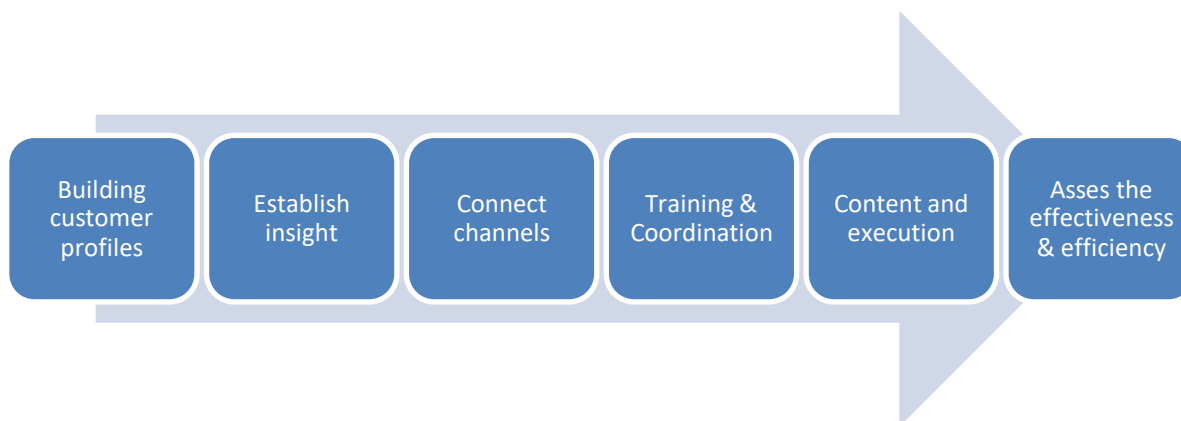
8. Importance of Omnichannel in Modern Business World.

➢ Implementation of Omnichannel marketing strategy in the channels of communication gives a holistic experience to the customers.

➢ Gives the facility to deliver a consistent message and service across a multitude of channels such as: website, social media, and text messaging, in person / in store, on mobile.

➢ An Omnichannel is especially important for customer service, which is constantly evolving as technology develops.

➢ An Omnichannel marketing strategy simplifies and streamlines the message that the marketer want to pass to audience.

➢ Helps to keep consistent consumer engagement across social media platforms.

➢ Helps to study consumer behavior by tracking their responses, companies can learn how the audience

spends their time on online, which helps to make future online communication plans.

➢ Omnichannel customer data helps to segment market.
➢ It helps to develop customer's trust, when the marketer offer special deals or launch a new product, it helps to feel legitimate.
➢ Increases positive responses from customers because of real time customer engagement via mobiles, email, and websites.
➢ Combining the online, offline, and physical worlds is another advantage.
➢ Omnichannel communication allows retailers to seamlessly connect with their customers.
➢ Keeps a unified customer profile which helps to know the channels and devices they prefer to use for browsing and purchasing.
➢ The customer can check feasibility across the channels and possibly select his favorite pick-up point.

9. Omni Channnel Trends

The power of omnichannel shopping lies in the recognition that everyone is different. In this digital era marketers never expect much crowd in store by person, people can shop when they like, where they like, on whichever device suits them in the moment.Omnichannel retail is the future of modern ecommerce, as it is based on the idea that customers should be able to access brands no matter where they are, but the experience must be pleasurable and enjoyable.The major trends include:-

• Leveraging consumer technology is the most important omnichanneltrend- Mobile technology in particular has enabled marketers to communicate with customers in ways they prefer.
• To have a 24/7 online shopping, ordering, and customer service, omnichannel strategy helps to align it and enhance the customers experience for 24/7.
• Consumers want their products faster than ever. So, in order to compete, retailers and manufacturers will need a sophisticated solution like omnichannel that allows consumers to order products when they want them and how they want them.
• Another major trend is that omnichannel offers the customers the ability to make a product reservation online and pick it up later from the store.
• omnichannel technology can improve marketers' ability to collect customer data and to measure results for two things that are vital which include determining return on investment (ROI) and strengthening the retailer's bottom line for future.
• Providing various payment options at checkout, such as PayPal and apple Pay, will give customers the convenience of using their preferred method of payment and make shopping easier than ever before in the modern digital India.

10. Conclusion

Historically, marketing has been very much a one way conversation in that marketers preach to potential customers about their products or services in a brochure or website. The Internet and social media in particular, has flipped this on its head, and given dominance to digital marketing strategies. So great digital experiences need to be matched by service at all levels is having prime importance. omnichannel marketing has emerged as a main

concern for marketers across all industries in the modern digital marketing era. It is critical in delivering the right buying experiences at the right time across channels. For this study many journals and websites has been reviewed. Our observations have confirmed that managing promotion across omnichannel has best applicability in the modern digital world. Furthermore, as this review was conducted for a limited period, it could be possible that we missed some previous findings regarding this topic as well.

11. References

1. Verhoef, P. C., Neslin, S. A., & Vroomen, B (2007). Multichannel customer management: Understanding the research-shopper phenomenon. International Journal of Research in Marketing, 24(2), 129-148.
2. Neslin, S. A., & Shankar, V (2009). Key issues in multichannel customer management: current knowledge and future directions. Journal of Interactive Marketing, 23(1), 70-81.
3. Pentina, I., & Hasty, R. W (2009). Effects of multichannel coordination and e-commerce outsourcing on online retail performance. Journal of Marketing Channels, 16(4), 359-374.
4. Verhagen, T., &Dolen,W. V (2009).Online purchase intentions: A multi-channel store image perspective. Information and Management, 46(2), 77–82.
5. Cook, G (2014). Customer experience in the omni-channel world and the challenges and opportunities this presents. Journal of Direct, Data and Digital Marketing Practice, 15(4), 262-266.
6. Frazer, M., &Stiehler, B. E (2014). Omnichannel retailing: The merging of the online and off-line environment. In Global Conference on Business & Finance Proceedings (Vol. 9, No. 1, p. 655). Institute for Business & Finance Research.
7. Piotrowicz, W., &Cuthbertson, R (2014). Introduction to the special issue information technology in retail: Toward omnichannel retailing. International Journal of Electronic Commerce, 18(4), 5-16.
8. Ahmed, S., & Kumar, A. (2015). Opportunities and challenges of omni channel retailing in the emerging market. Journal of Retail Management and Research, 1(1), 1-16.
9. Beck, N. &Rygl, D (2015). Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing. Journal of Retailing and Consumer Services, 27, 170-178.
10. Verhoef, P. C., Kannan, P.K., & Inman, J.J (2015). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. Journal of Retailing, 91(2), 174-181.
11. Bhasin, H, K. (2016). Omni-Channel Retailing a New Strategy of Retail. Journal of Business and Management, 3, 30-33.
12. Chopra, S (2016). How "omni-channel can be the future of retailing," DECISION. Journal of the Indian Institute of Management Calcutta, 43(2), 135-144.
13. Hübner, A., Holzapfel, A., & Kuhn, H (2016). Distribution systems in omni-channel retailing. Business Research, 9, 255–296.10.
14. Mosquera, A., OlartePascual, C., &JuanedaAyensa, E (2017): Understanding the customer experience in the age of omni-channel shopping, Icono14, 15(2), 166-185.

15. Rajan, C, R., Swaminathan, T, N., &Pavithra, M, R (2017). Key Drivers of Purchase Intent by Indian Consumers in Omni-Channel Shopping. Indian journal of Marketing, 47(5), 7-20.

16. Reguraman, M., Ganapathy, S., &Skylark. G., F (2018).Omni-channel retailing: social media key to marketing up gradation efficiency. International journal of scientific research, 7(2), 37-39.

17. Simone, A. &Sabbadin, E (2018). The New Paradigm of the Omnichannel Retailing: Key Drivers, New Challenges and Potential Outcomes Resulting from the Adoption of an Omnichannel Approach. International Journal of Business and Management, 13 (1), 85-109.