

Omnichannel Marketing Strategy as Approach Effective in Modern Marketing

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Abstract

Development of digital technology has pushed significant changes in consumer behavior and company marketing strategies. This research aims to analyze the effectiveness of omnichannel marketing strategies as a modern approach in reaching and maintaining consumers. Omnichannel marketing integrates various marketing channels — both online and offline — to create a consistent, personal and integrated customer service experience. The research method used is descriptive qualitative with interview observation to omnichannel implementation on several leading retail brands. Research results show that implementation of omnichannel marketing strategy can effectively increase the quality of interaction between companies and customers. Through observations, interviews and documentation were carried out, it was found that integration of various communication channels — such as social media, websites, physical stores, and customer services — was able to create consistent and satisfying experience for consumers. In addition, the data collected shows that companies that implemented this strategy in a way appropriate experience improved customer loyalty, operational efficiency, as well as positive response to more personal and relevant marketing campaigns.

Keywords: omnichannel marketing, marketing strategy, behavior consumer, experience customers, modern marketing

Introduction

In the modern marketing world, omnichannel strategies are becoming more and more a crucial element for achieving business success. Omnichannel marketing is an integrated approach all over channel communication and interaction between company and customer, both online and offline, in order to create consistent and comprehensive experience (Suggestion et al., 2019). In the context of this, consumers do not only interact through one channel, but move around between various platforms—such as social media, websites, physical stores, mobile applications, and services customers—with the hope of getting smooth and coordinated service. Therefore, the company is capable of implementing an omnichannel strategy with Good will be more capable of answering the needs of the increasingly modern customer smart and demanding comfort in every interaction and transaction process (Alifa & Saputri, 2022).

Omnichannel strategy does not only focus on providing Lots of channel communication, but also on how unite customer experience all over the channel in a harmonious way (Lubis et

al., 2022). In the digital era where everything is fast In this, the omnichannel approach plays an important role in building strong relationships with customers, increasing loyalty, as well as driving sales growth in a sustainable way. To achieve optimal results, companies need to understand consumer behavior and preferences, design consistent messages across all points of contact, and measure and evaluate the effectiveness of the strategies implemented (Suriansha, 2021).

Omnichannel marketing is a strategic solution in facing modern marketing challenges by integrating various communication and distribution channels — both physical or digital — into one cohesive system. The main goal from this approach is create consistent, personal and seamless customer experience across the board point interaction or touchpoint (Wulandari, 2022). In this digital era, consumers no longer interact with brands through one channel only, but move around between platforms such as physical shops, websites, social media, mobile apps, to e-commerce platforms, with the hope of getting uniform services and information. Therefore, the company is capable of unite all channels in an effective way that will be more capable of fulfilling customers' expectations and building loyalty Long term (Pasaribu) et al., 2022).

Omnichannel strategies are fundamentally different from multichannel approaches in matter integration and orientation to customer experience (Yuliana & Supardi, 2022). In a multichannel strategy, the company of course utilizes various communication and distribution channels, such as physical shops, websites, social media, and apps, but each channel has its own often operate in a separate way without clear coordination (Hutabarat et al., 2022). As a result, the customer experience becomes fragmented — for example, promotions that apply in-store physics Not yet Of course available on the website, or customer data No synchronized cross-platform. This can cause confusion and discomfort for customers who move between channels, as well as reducing the effectiveness of marketing efforts in a way overall (Imawan, 2020).

In contrast, an omnichannel strategy unites all channels in One interdependent ecosystem connected and interconnected complete, with a focus on experiencing smooth and consistent customer service (Yulianahd kk, 2021). In this approach, customers can start interaction in one channel and continue it on another channel without losing information or context (Khairunnisah et al., 2022). For example, customers who add products to basket shopping in the mobile app can finish purchases on the website or take it directly in a physical store. Coordination between good channels Not only increases customer comfort and satisfaction, but also encourages long-term loyalty to the brand as well as providing richer data companies for analyzing consumer behavior in a comprehensive way (Oktavia, 2022).

Implementing an omnichannel marketing strategy provides a significant number of competitive profits for the company. By integrating various communication and distribution channels, companies can increase the effectiveness of message marketing, reach out a wider audience, and speed up the retrieval process decision purchases by consumers (Fariha, 2020). In addition, this strategy allows companies to collect and analyze customer data in real-time from various touchpoints, so that it gives a deep insight into Consumers' behavior, preferences, and needs. The information then can be used to design a more personal, relevant and appropriate marketing strategy target, which in the end will increase customer satisfaction, loyalty to brand, as well as Power competition companies in the market (Simatupang et al., 2021).

Although promising, the implementation of omnichannel marketing is not without various challenges. Needed infrastructure adequate technology, sources Power competent human beings, as well as good coordination between departments in the company. In addition, the challenges in guarding consistency of messages in various channels and guaranteeing customer data security are also a concern that is important in this strategy. Research This aims to explore and analyze omnichannel marketing strategies as an effective approach in modern marketing. The main focus of the study is How companies can utilize integration channel marketing to create optimal customer experience and increase business performance in an overall way. By

understanding the concept and implementation of omnichannel marketing strategies, it is hoped that the results of this study can contribute to business actors and marketers in formulating marketing strategies which are more adaptive, innovative and sustainable in the midst of market dynamics that continue to develop.

Methods

This study uses a qualitative approach with a descriptive study type purposeful. To understand in a deep way omnichannel marketing strategy as an effective approach in modern marketing. Approach This chosen Because allows researchers to dig information and meaning behind implementation of marketing strategies carried out by the company in a natural context. Research location focused on several retail and e-commerce companies that have implemented an active omnichannel strategy. Subject study chosen purposively, namely the informant who is considered to know and be directly involved in implementation of strategies, such as marketing manager, operational staff, and customers. Data collection techniques used covering observation, in-depth interviews, and documentation. Observation is carried out by observing marketing activities and customer interactions in various channels, both offline and online. Interviews were conducted in a semi-structured manner. To give room for the informant to convey his view in a more open way. Documentation used To complement and strengthen results from observations and interviews, through data collection in the form of internal reports, materials promotion, as well as company publications.

Data obtained analyzed use technique analysis Miles and Huberman's interactive model, which includes three stages: data reduction, data presentation, and data extraction Conclusion. Data reduction is done with sorting relevant information, data presentation is done in narrative form and thematic findings, while conclusion is drawn based on patterns and relationships between the data found. To ensure data validity, researchers use triangulation technique, namely by comparing results of observations, interviews, and documentation. In addition, member

checking was also carried out with confirm interview results to informant to ensure accuracy of information. Through this method, research is expected to provide a comprehensive overview about the effectiveness of omnichannel marketing strategies in creating integrated customer experiences as well as increasing Power competition companies in the digital marketing era.

Results and Discussion

Omnichannel marketing is a marketing strategy that integrates all available communication and distribution channels — both online and offline — to create a smooth, consistent, and mutually beneficial customer service connected experience. This approach not only ensures the presence of brands across platforms such as physical shops, websites, social media, mobile apps, to the marketplace, but also emphasizes the importance of continuity of information and services in every point of contact (Aleshnikova et al., 2019). The main objective is for customers to be able to move between channels easily without losing context, for example start searching for products via social media, continuing purchase on the website, and pick up items in the shop physique.

Omnichannel marketing provides significant benefits in reaching customers in various channels, both online and offline. By presenting on various platforms such as social media, websites, mobile applications, physical shops, up to customer service, companies can expand their marketing range and interact with consumers wherever they are (Berman & Thelen, 2018). This approach allows customers to choose the most convenient channel for them, so that increases the opportunity for the occurrence of interactions and conversions. In addition, presence in various channels in an integrated way creates the perception of a strong and consistent brand, which becomes a mark plus in building the company's image.

One of the main advantages of omnichannel marketing is its ability to increase customer experience in a comprehensive way. Modern customers want a fast, personal, and obstacle-free experience. With an omnichannel strategy, customers can start their shopping journey in one channel and continue it on another channel without losing information or consistency of service.

This is not only increases comfort, but also builds trust and loyalty to the brand. Positive customer experience in a way has a direct impact on increasing conversion, because customers are more likely to make repeat purchases and recommend the brand to other people (Domanski, 2021).

In addition, the omnichannel strategy provides the company access to more complete and in-depth customer behavioral data. By merging data from various channels, companies can obtain more accurate insight about customer preferences, habits and needs. Information This allows companies for to design more marketing campaigns appropriately targeted, relevant, and efficient (Mateus, 2021). The use of data in a smart also helps in making strategic decisions as well as allocating sources for more optimal power. Thus, omnichannel marketing does not only increase connections with customers, but also improves the effectiveness and efficiency of the company's marketing operations in an overall way. There are several steps so that the Omnichannel Marketing strategy can become an effective approach in modern marketing.

1. Understand Customer in a way Deep

So that the omnichannel marketing strategy can become effective approach in modern marketing, steps the first one is very crucial is understand customer in a way deep. This is started with identify target audience in a way careful, including information demographic like age, type gender, location, job, etc. style life and the values they hold adhere to. With create detailed customer personas, companies can describe ideal customer profile target main. Understanding This become base for develop a more personal and relevant marketing strategy, because every communication and interaction can customized with need as well as hope from targeted audience.

Next, it is important for identify preferences and needs customers in every the channels they use. Not all customer interact with brand through same channel or with the same way. Some customers Possible more Like using social media, while others are more comfortable with application mobile or visit direct to shop physical. Therefore that, communication and

content strategies in each channel must adjusted to stay relevant and interesting for Customer. Adjustment This create a more personal and enhanced experience possibility customer still involved with brands in various point interaction.

Next steps is map journey customer journey comprehensive in various channels. The company must capable identify dot, dot, dot contact main in interaction customers, start from stage search information, considerations, to decision purchase and service after sales. With understand channel journey this, company can anticipate need customers in every stages and ensure that every channel support smooth transition between channels. In addition, customer journey mapping allows company recognize dot, dot, dot critical need improved for prevent lost customer or experience negative.

Finally, analyze customer data become step important For get outlook in-depth data that supports an omnichannel strategy. The data collected from various channel like history purchases, interactions on social media, behavior website searches, to customer feedback must analyzed in a way comprehensive. Use tool modern analytics allows company identify trend, pattern behavior, as well as segmentation more customers accurate. Insight This Then can used For optimizing omnichannel strategies to make them even more responsive to need customers and create a more personal, efficient and valuable experience.

2. Designing Experience Seamless Customers

Designing experience seamless customer experience is at the heart of an effective omnichannel marketing strategy. The first step in to design experience This is with map all over point contact between customers and brands across multiple channels. Dots This covers interactions on websites, social media, stores physical, application mobile, center calls, emails, etc. service finished sell. With understand paths and ways customer interact in each channel, company can identify moments important potential influence perception and decision Customer. Mapping This help company align service and communication strategies to align with hope customers in every point contact.

Next, consistency message and identity brand in all channel is very important for create experience cohesive customers. Customer must can recognize brand in a way directly, without feel Confused or get conflicting messages between different channels. For achieve it, the company need use uniform visual elements such as logos, colors, and typography, as well as maintain style communication or the same tone of voice across platforms. Consistency This strengthen image brand and build trust, because customer feel that they interact with the same entity, regardless from the channel used.

In order for the experience customer truly seamless, companies must also facilitate displacement between channel with easy and without obstacles. For example, customers must Can start the purchasing process through application mobile, continue it on the website, and finish it in the store. physique without must repeat step or lost information. This is can realized with integrate system information and database between channel so that information customers, preferences, and history transaction can accessed in real-time across all point contact. Convenience in move between channel this is what it is mark plus from the omnichannel strategy, because give comfort maximum and increase possibility the occurrence conversion as well as loyalty term long.

3. Choose The Right Channel

Choose the right channel is step strategic in implementing effective omnichannel marketing. To start it, company need identify channel most frequent communication used by the target audience. This is can done through market research that includes analysis habit consumer in access information, do purchase, and interact with brand. Is they more Lots using social media like Instagram and TikTok, or precisely more active opening emails and accessing websites? On the other hand, there is also a segment regular customer depend on shop physique as channel main. Understanding deep about channel choice customer become base it is important that the omnichannel strategy is truly reach they in a way relevant and appropriate target.

After know channels used by customers, steps next is evaluate strengths and weaknesses from each channel said. Every channel own different characteristics; for example, social media superior in matter engagement and dissemination information in a way fast, but Possible not enough effective for transactions that require complex processes. On the other hand, the website provides control full to experience users and data, but can own limitations in reach audience new. Evaluation is also necessary consider cost operational, needs source power, and ability technical for integrate channels the in One system integrated.

Based on results analysis said, the company Then can determine combination channel the most optimal communication. This strategy must in harmony with objective marketing, needs business, and of course preference customers. The ideal combination is often fusion between online and offline channels, for example merge social media campaign with experience directly in store physical, or utilise connected mobile application with service customer via call center. With arrange synergy between channel in a way careful, company can create a complete omnichannel experience, strengthening involvement customers, as well as push conversion and loyalty in term long.

4. Integrate All Channels and Data

Integrate all channels and data are at the heart of an effective omnichannel marketing strategy. To achieve it, the company need utilise technology that is capable unifying data and communications from various touchpoints. One of them tool main is Customer Relationship Management (CRM), which allows customer data collection and management in a way centralized and real-time. With data integration platform support, enterprise can access information historical and also latest about preferences, behaviors, and interactions customers in various channel. This is become strong foundation in develop more marketing strategies focused and relevant, because all work units in organization can refers to one single source of truth.

Consistency experience customers in all channels also become key success in omnichannel approach. This means that customers must feel quality service and identity same brand, is it they access company via social media, websites, stores physical, email, or mobile application. Coordination message, visual design, and tone of communication need be kept so as not to happen contradiction or confusion. As for example, if customer accept offer discount via email, they must also Can redeem discount in the store physique without obstacles. Alignment like This will strengthen trust customer to brand as well as create a pleasant and professional experience.

In addition to data integration and consistency experience, use automation and personalization become booster main in increase omnichannel strategy efficiency. Automation allow company for answer need customer in a way fast through feature such as chatbots, automated emails, or purchase reminders sent based on behavior users. While that, personalization allow every message sent feel more relevant, for example with greet customer by name or recommend product based on history purchase they. When automation and personalization combined with good data integration, company No only capable increase efficiency operational, but also creates more interaction valuable and satisfying for customer.

5. Measuring and Optimizing Strategy

final step in an effective omnichannel marketing strategy is the process of measurement and optimization. For can evaluate whether the strategy has been walk in accordance hope, company need set metric Key Performance Indicators (KPIs) that are relevant and measurable. Metrics the Can in the form of level conversion, retention customer, value average transaction time response, and growth amount customer new. With set metric this is at the beginning, the company own clear reference For evaluate success every channels and the whole experience customer in the omnichannel strategy implemented.

After the data is collected from various channel, stage next is do analysis comprehensive for identify areas in need improvements. Data from CRM, social media, email marketing, and

transactions sale can give outlook deep about How customer interact with brand. From there, the company can recognize which channels are most effective, at what point customers experience obstacles, as well as trend behavior consumers who can utilized For strategy development. Analysis this can also disclose gap in consistency message, time slow response, or need for adapt content with preference customer.

Based on results analysis said, the company can do optimization of strategy sustainable. Optimization can covers refinement experience customers at points interaction, improvement quality content, or testing tactics new (A/B testing) on various platforms. In addition, the company can adapt allocation budget on channels that show performance best as well as disable less approach effective. This process nature dynamic and must done in a way continuously to keep the omnichannel strategy relevant with change behavior customers and development technology continuous marketing develop.

Starbucks becomes example success in integrate various online and offline channels. Through its mobile application, customers Can order drink, filling balance card loyalty, and get rewards. Information this can also used in the shop physical, creating seamless experience. In fact, customers can order drink past application and take it directly at the outlet without must queue. System This strengthen loyalty customer at a time increase efficiency operational. IKEA successfully merge experience shop offline and online with Augmented Reality (AR) technology. Through “IKEA Place” application, customers Can put furniture virtually inside room they before buy. In addition, IKEA provides option online shopping with taking directly in the store, and stock updates goods in real-time. All This create a connected, practical and convenient experience for customers. In Indonesia, GoTo Group (combination of Tokopedia and Gojek) implements an omnichannel strategy with integrate e-commerce services, digital payments and logistics in One ecosystem. Users Can order goods via Tokopedia and pay with GoPay, as well as choose delivery instant with GoSend. Collaboration This strengthen loyalty customers and create experience unified user from beginning until end transaction.

An omnichannel marketing strategy requires understanding deep about customers, seamless integration between channel communication, and continuous data analysis For optimization. Important For remember that this strategy is not static approach; along with change behavior consumers and progress technology, business need Keep going innovate and adapt yourself to stay relevant. With implementing an omnichannel strategy consistent and adaptive, company can create experience more personal, efficient and satisfying customers.

Conclusion

Based on the description above, it can be concluded that the omnichannel marketing strategy is a modern approach that is very relevant in dealing with the dynamics of today's consumer behavior. By uniting all communication channels - both digital and physical - into an integrated system, companies are able to create a more personal, consistent, and seamless customer experience at every point of interaction. This strategy not only increases customer loyalty, but also helps companies optimize marketing effectiveness, accelerate the purchasing process, and gain more insight into consumer preferences through the use of real-time data. The success of implementing an omnichannel strategy depends on a deep understanding of the target audience, choosing the right communication channels, and using technology to integrate data and strengthen personalization. In addition, this strategy must be continuously monitored and optimized through continuous data analysis to remain relevant to changing market trends and customer expectations. With an adaptive and customer-focused approach, omnichannel marketing is the key to building competitive advantage and achieving business success in the increasingly complex era of digital marketing.

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