

HB DIGITAL CUSTOMER ARTICLE SERIES

OMNI CHANNEL RETAILING AND THE CONNECTED CUSTOMER

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STARTING POINT

One important aspect to modern retailing is how customers react and use the wide variety of options they have available to shop, learn, buy and maintain ongoing valued customer relationships with companies, post-purchase. Shopping and buying options and marketing information channels provided by brands collectively give customers many choices and angles of approach.

MEDIA CHANNELS

A brand is presented through interactive theater via many media. Images on billboards, seen through a windshield in motion. Television commercials, magazine advertisements, radio spots, perhaps catalog items or direct mail. Internet banner ads and click-through to websites, mobile web, smartphone ads and tight web screens—all leading to online or brick-and-mortar retail stores where certain products can be experienced directly.

Some of these brand media were developed for marketing and advertising purposes alone, some, like websites, can serve dual purpose as marketing site and retail store both. In the complex mix of advertising, marketing and retail channels that have evolved over the last 100+ years, the struggle has always been to maintain brand integrity and continuity across all of them.

Many media are developed by different advertising agencies, public relations firms, specialty marketing houses, and niche market specialists, to say nothing about experts in particular types of media such as billboards or radio spot development.

For the consumer, the number of brand impressions are proliferating as these channels increase, and today with both desktop and mobile Internet fully nature and growing rapidly, the focus of the marketing and retailing business has centered upon the need to coordinate the brand message across ALL media—from legacy print, broadcast, promotional and specialties to contemporary electronic media as well as online and physical retailing sites. This coordinated approach to integrated brand, marketing and sales is called **Omni-Channel Retailing**.



