



Kentico



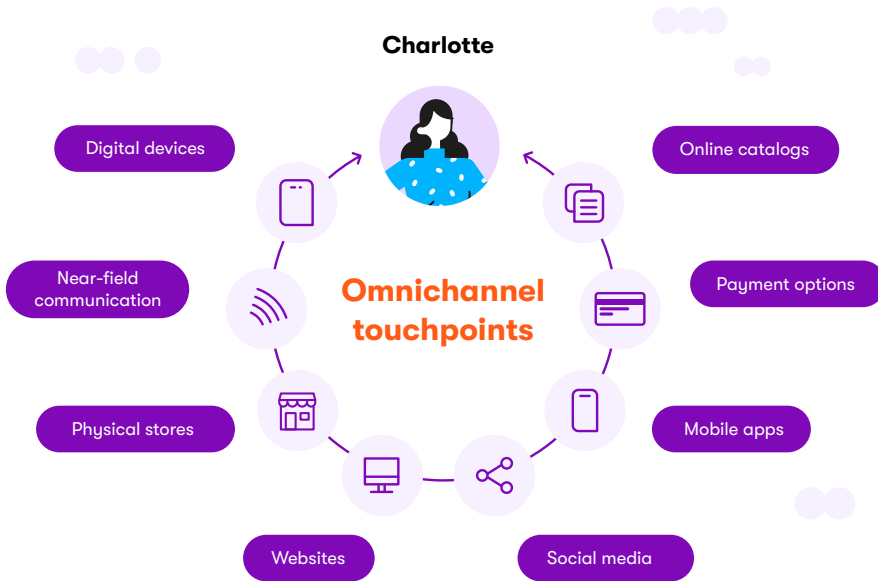
Ebook

How to start with omnichannel marketing.

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What is omnichannel marketing?

When you're looking for a new service, how do you contact your chosen supplier? Some customers prefer websites, while others engage more on social media or email. Websites are still the central point of digital presentation for most companies, but managing content across multiple channels is becoming inevitable. Omnichannel marketing is a strategic approach that integrates various marketing channels and platforms to create a seamless and cohesive customer experience.



The communication channels can be digital platforms like social media, email, websites or offline channels like print ads or in-store displays. The goal is to ensure customers have a unified and personalized experience, allowing them to transition between channels effortlessly while receiving consistent brand messaging and service.

A digital experience platform (DXP) with multichannel capabilities is the perfect software to deliver unified content to different channels and track how people engage. It also collects data, such as form submissions or responses to questions. Use its power to connect more effectively with your audience and increase customer satisfaction and loyalty!



Why is omnichannel marketing so effective?

Omnichannel marketing is incredibly effective for three key reasons.

Connecting with customers in their preferred way

First, it allows businesses to meet customers where they are. People use various platforms and channels for different purposes, and having a presence in multiple places increases your chances of connecting with more potential customers. For instance, if a customer prefers social media, they can follow your brand there, and if another prefers email, they can subscribe to your newsletter.

Creating a stronger brand

Second, omnichannel marketing enables businesses to reinforce their message. When customers see your brand on different channels, it creates a sense of consistency and reliability. This repetition helps build brand awareness and trust. If a potential customer encounters your brand in multiple places, they will remember you better, and your products will be their first choice when they're ready to buy.

Maximizing your insights

Lastly, omnichannel marketing offers valuable data insights about your customers and the buyer's journey. When you use various channels, you can gather data on customer behavior, preferences, and interactions. This data is like a goldmine for marketers, as it provides insights into what works and what doesn't. With this information, you can refine your marketing strategies to be more effective and target your audience more accurately. In essence, omnichannel marketing not only broadens your reach but also helps you refine your approach for better results.

56%

of users rely on mobile phones for pre-purchase research

44%

of young people search for new products on social media

Source: [Global Consumer Insights Survey by pwc](#)



How to manage content for multiple channels.

Store your content in one place

Omnichannel marketing doesn't mean that we have to create a complex amount of assets for different sites, social media, and mobile apps. Instead, you can store all your content in one place – a **content hub**.

A content hub ensures that all information is stored in one accessible location. The beauty of a content hub is that it serves as the “single source of truth.” When you make changes to content within the hub, it automatically updates across all the channels you use.

For instance, if you need to update your brand logo, you only have to do it once in the content hub, and it automatically reflects the change across your website, mobile apps, and email templates. This not only streamlines content management but also maintains a unified brand message. So easy!

Connect all your channels

Connecting all your channels can be challenging because different channels (such as a website, mobile app, and chatbot) may use different programming frameworks for content presentation. The solution can be a digital experience platform that enables you to build a website, use email marketing, and distribute your content to all other channels.

This approach is called hybrid headless DXP and basically breaks down language barriers between different programming frameworks. You can use the same admin interface for managing all your channels and the system uses API as a universal language to communicate your message in mobile apps, web apps, social media, or messaging platforms. It streamlines the process and ensures a consistent brand message across all your touchpoints.



Why build omnichannel experiences with Kentico?

Central content library

A built-in content hub stores all your content and digital assets as structured data ready to be used anywhere you need it. So, you can manage your omnichannel experiences from one place.

Flexibility and consolidation

Kentico is a hybrid headless DXP with content management and digital marketing capabilities out-of-the-box, plus can be used as headless and integrated with any other technology. SaaS or on-premises.

Quick ROI

Quick time to market, a wide range of out-of-the-box features, low-code/no-code approach, and leaner processes, so you can achieve more with less. Smooth onboarding and fewer resources needed.

Security and compliance

User roles, GDPR and CCPA compliance, 7-day bug fixing policy, weekly hotfixes and frequent updates, and ISO 27001 certification.

24/7 global support and services

All the reassurance you need from a responsive in-house global support team. Available 24 hours a day, seven days a week.

AI features

We're excited about the value AI can bring our customers. We introduced AI-driven content recommendations, you can use AI email writer, and we certainly won't stop there.



About Kentico.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources by delivering multichannel digital experiences using a hybrid headless approach. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Thanks to Kentico, marketers can craft consistent personalized customer journeys from awareness to advocacy using built-in low-code, no-code tools. They can experiment with new marketing channels and improve the maturity of their marketing ecosystem, while enhancing business and marketing agility. Kentico offers excellent Time-to-Market and Total Cost of Ownership (TCO), market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

[MEET OUR EXPERTS](#)

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