



## Workshop Overview

Multichannel marketing is the practice of interacting with customers using a combination of indirect and direct communication channels like email, mobile, direct mail, retail stores, social media platforms and websites. Research has shown more customers are using multiple channels to interact with brands pre and post purchasing a product or service. This hands-on workshop will help you design and deliver an integrated, multichannel (IMC) marketing approach.



## Benefits

Build knowledge about how to deliver more effective integrated multichannel marketing communications. You will be capable of developing marketing communications that improves customer engagement and understand how to use and combine these multi-channels for greatest effect.

## Outcomes & Content

- ✓ The current digital landscape
- ✓ Push & Pull strategies
- ✓ Integrated multi-channel marketing plan
- ✓ Customer Journey mapping
- ✓ Segmentation, Targeting and Positioning
- ✓ Explore alternative strategies
- ✓ Digital tools & platforms – Best practice
- ✓ Measurement and evaluation
- ✓ Optimisation and management



## Who should attend ?

This workshop is for marketers responsible for providing a more consistent customer journey and branded experience. This workshop would also suit marketers who have little experience of integrated marketing communications and who want to blend both digital and traditional marketing activities.

