***Course n°04 Multichannel marketing, cross channel marketing and omnichannel marketing***

***Multichannel marketing :***

It is the act of diversifying communication tools and channels to address and contact your customers and prospects. The idea is to use all the offline(stores, traditional pub, events) and online (social media, web sites , e-mails) channels at your disposal to interest and engage them as best as possible.

Thus, thanks to multichannel marketing, you offer your consumers a continuous relationship with your brand, at all times and in all places, whatever their communication tools.

Examples :

Carrefour: presence on numerous channels (physical stores, e-commerce site, mobile application, advertising) but without real integration between them.

SNCF: use of different channels (counters, terminals, website, mobile application) for ticket sales and passenger information, but inconsistent experience from one channel to another.

 ***Pillar of omnichannel marketing :***Four pillars of omnichannel marketing are:

**1-Single customer offer :** This involves unifying all customers data via different channels (website, social media, email, etc.) to understand their preferences and their buying journey.

2-Seamless integration: All marketing channels should be interconnected, allowing customers to switch between them easier (e.g., clicking on a social media ad that takes them to a product page on the brand's website.

3-Personalized engagement: design marketing messages consistent with customer's individual needs and interests based on the data collected.

4-Continuous optimization: Regularly measuring the performance of campaigns across all channels and using the insights to improve strategies and the customer experience.

 **Cross channel marketing :**Cross-channel marketing, also called integrated multi-channel marketing, goes a step further than multi-channel marketing by focusing on creating consistent and seamless experiences across different channels.

The goal is to allow consumers to move between channels seamlessly, he still benefiting from a consistent message and level of service.

Unlike multi-channel marketing where each channel operates relatively independently, cross-channel marketing ensures that the different channels are interconnected and complement each other.

For example, a customer can begin his purchasing journey online, then visit a store to complete their order, and benefit from the same offers and product information.

**Yves Rocher:** consistent customer experience across different channels (website, mobile application, stores, beauty salon), with an integrated loyalty program allowing points to be accumulated and used regardless of the channel used.

Yves rocher ,Access all of the group's offers, make an appointment or even scan your purchases yourself in store... The features of the new Yves Rocher application are numerous and they are already attracting many customers, delighted with this personalized service. In total, Yves Rocher & MOI, developed by Atsukè, recorded more than 250,000 downloads in 5 months.

**Omnichannel marketing :**Omnichannel marketing represents the ultimate step in channel integration. It stands out from cross-channel marketing by its ability to offer a perfectly unified and personalized customer experience, regardless of the point of contact. With omnichannel, the boundaries between channels blur to make way for a fluid and consistent customer journey.

Importance:A 360° vision of the customer journey, allowing a better understanding of purchasing behavior.

Sephora : perfectly unified customer experience across different points of contact (e-commerce site, mobile application, physical stores), with extensive personalization of recommendations thanks to purchase history and customer preferences, and innovative services such as skin diagnosis online or in store.