

# OMNI-CHANNEL STRATEGY

Paid Marketing Campaigns - These Ads are focussed on creating awareness among the customers through the desired channels viz. - Google Ads, Facebook Ads & LinkedIn Ads

- Google Ads
- Facebook Ads
- LinkedIn Ads

## Awareness

Ad Content : Each of these Ads will talk about key product benefits in quick consumable content. These will be linked to the Product page which will talk about key features & values the product offers. The LPs will contain lead forms that will enable the customers to raise request to more information.

The data associated with the leads becomes an inherent part of the CRM.

## Express Interest

This phase involves nurturing the leads to an extent that will result in a purchase.

- Email marketing campaign
  - Mail Content : Product brochure, customer testimonial through a white paper/case study & product video links.
- Call the prospect
  - To understand the operating model and way DULL can provide value through the product
- Give a demo
  - Demo of the application to explain in detail the value proposition of the product with some key success stories

Offer demo credentials to the user to play with the product and note the feedback shared by the prospect. Create a product roadmap of the said features and share a time estimation on the same.

This phase aims at converting the leads into a successful purchase

## Purchase

- Share all available subscription plans with onboarding process
- Offer customised plans based on purchasing power of the customer
- Provide value added services
- Abandoned cart reminders through email/phone calls/additional meetings
- Schedule additional demo based on customised workflows

This phase aims at consistently engaging the customer across its lifecycle

## Retention

- Continuous customer service support with minimum TAT
- Frequent product upgrades & upselling
- Periodic user experience review
- Address key problems of the industry and how it impacts the end-users
- Inviting for seminars, events, offsite, onsite relationship building
- Information distribution on new developed capabilities

This phase aims at making the customer brand evangelist

## Championing the experience

- Customer testimonial & videos
- In-Office branding
- Sharing references, connections
- Participate & speak in webinars
- Write blogs on product reviews
- Participate in co-marketing activities