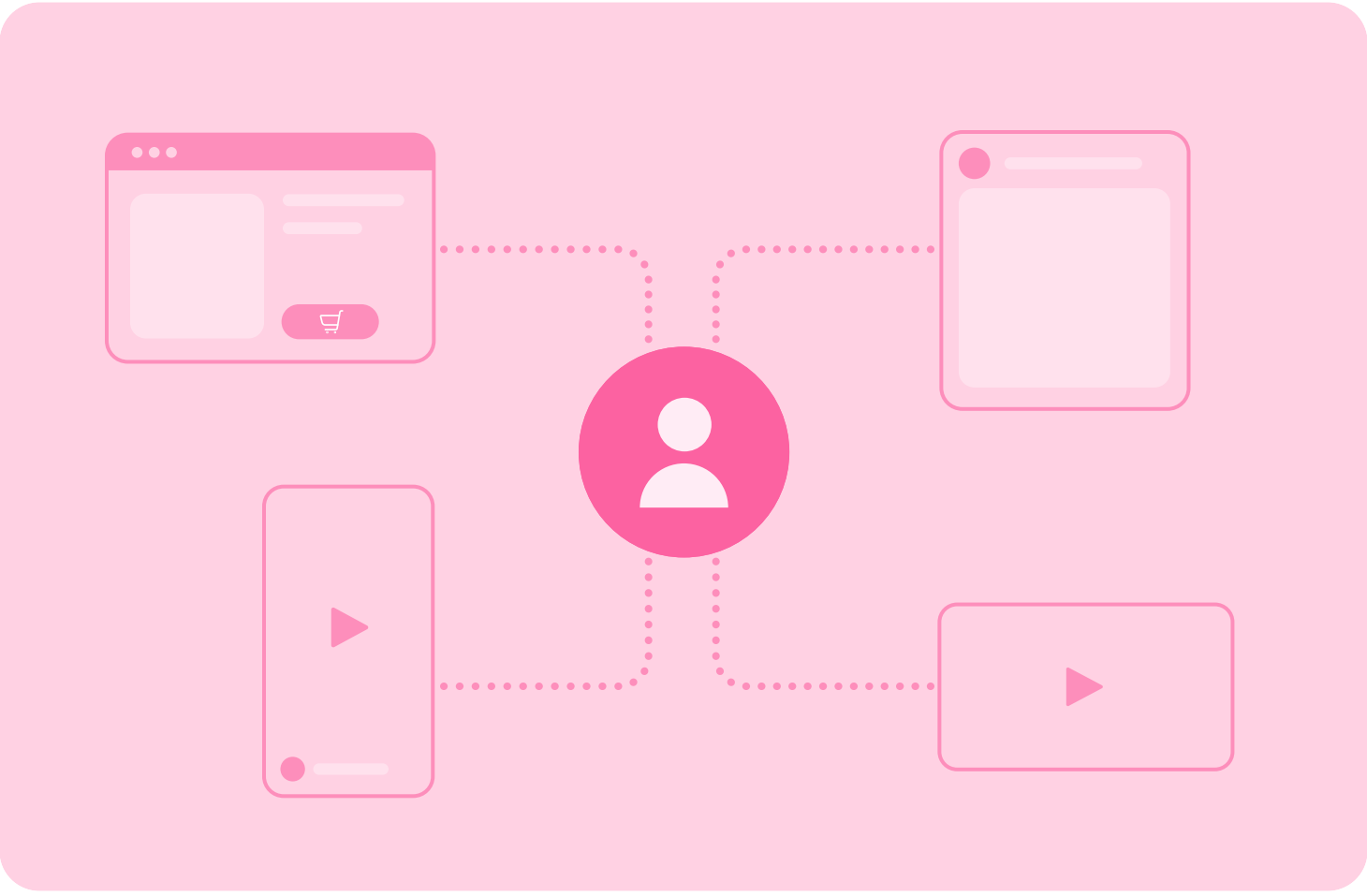
DASH SOCIAL GUIDE

How To Launch an Omnichannel Marketing Strategy



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A robust omnichannel marketing strategy is the secret to business growth and has quickly become an essential element of any leading brand's success on social media.

Investing in omnichannel marketing offers a powerful value proposition for brands across all industries. In fact, 76% of brands set "establishing consistent branding and messaging across channels" and 22% of brands set "optimize channel mix for better ROI" as two of the most important elements of their marketing strategies in 2024.[1] This proves that brands already know the invaluable opportunities an omnipresence can offer.

Giving consumers what they want, when they want it, is critical to revenue growth. Marketers must iterate, innovate and adopt new ways of thinking to prioritize an omnipresent marketing strategy that fuels growth and keeps brands relevant to consumers.

The Three Approaches To Build an Omnipresent Brand

Consulting firm McKinsey and Company defines the journey to building an omnipresent brand as a path. A path to value that lays out three different approaches brands can take to adopt an omnichannel strategy. Brands can focus on commerce, personalization or building an ecosystem depending on the brand's goals and holistic strategy. These three different approaches exist on a continuum and create unique customer journeys for every user. A commerce-driven strategy is considered the first step to becoming an omnipresent brand and an ecosystem approach is considered the most advanced.

1 Commerce

Commerce defines an omnichannel strategy driven by prioritizing the buyer journey. Brands must work to create a seamless online and offline commerce experience that focuses on products, offers and reliability. Something as simple as a downloadable app can help bridge the gap between brick-and-mortar and the online shopping experience by utilizing exclusive offers, in-store pickup and more. Convenience is the guiding principle behind this omnichannel approach.

2 Personalization

Personalization has been and will continue to be a top priority for marketers seeking to bolster engagement and online revenue. As social media usage and e-commerce continue to grow, personalization is a requirement to not only keep consumers interested but to also show them that you're listening and you care. Omnichannel marketing helps take personalization to the next level as it tailors interactions across all of the most important channels at scale.

3 Ecosystem

An omnichannel ecosystem is the ultimate goal for building a best-in-class marketing strategy for your brand. The purpose of an omnichannel ecosystem is to create a brand experience that expands beyond the typical interaction between a brand and consumer. Ecosystems are fueled by always-on marketing and engagement, which in turn build meaningful relationships and communities rooted in emotional connections.

Best Practices by Channel

While it is important to craft a strategy that puts forward a unified experience across digital channels, marketers need to keep each channel's functionality and features in mind. Brands need to optimize content for the channel and device it's meant to be consumed on. On social channels like Instagram and TikTok, short-form, entertaining content resonates with audiences. Consumers tend to treat Pinterest as a place to find products and curate projects, which makes it the perfect place to bridge the gap between your marketing and e-commerce channels.

Every channel has its own nuance and role in your strategy and as reliance on technology increases over time, it becomes even more essential for marketers to know how to optimize every platform to its fullest.

Instagram

Instagram is at the forefront of any modern brand's marketing strategy. It has become a critical medium to put forward organic content to build an engaged community, as well as a top investment for paid advertising. Instagram is leading the social commerce movement, integrating new features and shopping functionalities into the channel to create lucrative opportunities for brands and consumers alike. It comes as no surprise that Instagram is poised to guide your entire omnichannel strategy.

Instagram's greatest strength lies in its ability to get granular when it comes to your audience preferences, especially in conjunction with a social media marketing platform like Dash Social. Dash Social's AI and Automation solutions provide deep insights into the visuals that resonate most with target audiences. These features empower brands to quickly adapt and deliver the right content that drives action, ensuring it reaches consumers at the perfect moment. The best part? These insights can be applicable across channels and platforms. The products your audience is engaging with on Instagram can influence your e-commerce strategy and paid campaigns.

Key Takeaways

1. **The insights you gain on Instagram can be applied to other marketing and e-commerce platforms.**
2. **Instagram's growing suite of commerce features makes it an optimal place to test new tactics and trends to iterate on your omnichannel strategy.**
3. **Invest in a tool that digs deep into customer insights and content trends on Instagram to maximize your marketing investment.**

TikTok

TikTok has taken the world by storm, but has often been treated as a separate entity to tackle rather than a cohesive part of a brand's omnichannel strategy. The platform's algorithm and content trends have pushed marketers to think beyond traditional content creation to find success. TikTok's unprecedented growth and viral trends continue to influence other marketing channels.

TikTok should no longer exist in isolation but instead be treated as a platform to gain valuable insights into what truly engages your target audience. The learnings marketers can glean from TikTok offer unparalleled opportunities to drive engagement across all marketing channels and ultimately guide their omnichannel strategies. Leveraging TikTok trending sounds, short-form video and authentic brand experiences are winners on TikTok and will continue to define the marketing landscape in the future.

Key Takeaways

1. **TikTok defines the marketing landscape. Put the platform at the center of your omnichannel strategy, especially for brands seeking to engage more niche audiences.**
2. **Leverage the insights you gain from TikTok to drive content creation for your omnichannel strategy.**
3. **For brands seeking to implement an ecosystem-driven omnichannel strategy, TikTok is an optimal channel to create meaningful connections.**

@beis

Facebook

Facebook is one of the original social platforms that brands used to reach consumers and continues to be a massive asset to brands today. Though the channel's popularity and demographics have ebbed and flowed over time, billions of people still use Facebook every single day and a percentage of those people will make a purchase because of something they see.[2] This channel isn't going anywhere and needs to play a key role in your omnipresence.

This channel lends itself well to an omnichannel strategy as it can be used to share many different content types and formats. Make sure to repurpose content from all the platforms in your social media mix, not just the usual suspects like TikTok and Instagram.

Key Takeaways

1. **Even after all this time, Facebook is still a key part of the user and buyer journey.**
2. **Reanalyze your target audience. The demographic you may have been marketing to on Facebook for years now might have shifted.**
3. **Utilize content from unexpected platforms to gain a better understanding of what your audience on Facebook likes.**

YouTube

YouTube is one part of the journey to an impactful omnichannel strategy and offers a not-to-be-missed opportunity for brands to build deeper, longer-lasting connections with their fans through storytelling and education. YouTube is the perfect platform for your long-form content to live before you slice and dice it for other channels. This means that you can maximize the potential for your content while creating a consistent visual story across touchpoints.

Daily views for YouTube Shorts are over

70 billion

That isn't all. Daily views for YouTube Shorts are over 70 billion.[3] This means brands can also leverage their short-form content from channels like TikTok or Instagram, which would typically never make it on YouTube, on YouTube Shorts. This approach benefits your omnichannel strategy, makes the most out of your current content and tells users a consistent story across all channels.

Key Takeaways

1. **Invest in organic and paid content on YouTube to both build an authentic community and add an additional touchpoint with new target consumers.**
2. **Take a mobile-first approach to content creation for YouTube.**
3. **Repurpose content from YouTube for TikTok and Instagram and vice versa to tell a cohesive brand story.**

Pinterest

Pinterest continues to be a top choice for bolstering omnichannel efforts. The visual discovery engine offers premium real estate for direct-to-consumer initiatives and high-quality opportunities for new engagement. The channel attracts consumers looking to purchase what they Pin – from food to furniture, fashion and fitness gear – which means the possibilities for brands across all industries to convert Pinners into customers are endless.

80% of weekly Pinners are inspired by the shopping experience on Pinterest.4 Consumers have a direct line to your Product Pins with the Pinterest Shop tab. Product Pins allow brands to pull product descriptions, prices and inventories directly from their e-commerce platform to create Pins ready for purchase – and send Pinners straight to checkout.

@revolve

Key Takeaways

1. **Pinners are primed for conversions – use this intel to guide your approach to Pinterest.**
2. **Approach Pinterest with e-commerce in mind. Integrate product shots and educational content to move Pinners further down the marketing funnel.**
3. **Leverage Pinterest's commerce features to optimize Pins for conversions.**

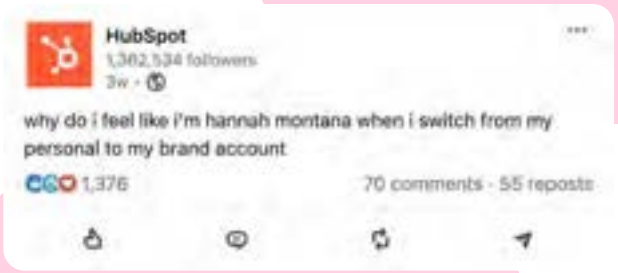
X

X (formally Twitter) is already heavily populated with brands, though many are focused on the lower funnel, which tends to be the more reactionary portion of their audience. While X does lend itself well to customer service, brands that use it solely for responding to requests are ignoring the many upper-funnel customer prospects that their X audience has to offer. X engagement should be treated less like a text-only reply bot and more like the visual channel it truly is. A place with opportunities abound to turn your followers into buyers. The platform is an excellent avenue to align your marketing efforts with your customer experience strategy – the two key components to a successful omnichannel strategy.

Users are spending less and less time on X every year.[5] Because of this, crafting eye-catching posts that deliver rich product information and boost engagement is the first step to harnessing the purchasing power of X. The savviest brands use X early in the buyer's journey, offering engaging content that guides followers toward a product page or the brand's website for seamless conversion.

Key Takeaways

1. **X is an important piece of the customer journey and holds untapped potential to move consumers further down the sales funnel.**
2. **Instead of using the channel exclusively for customer service efforts, brands need to leverage X to integrate marketing and customer experience strategies to create one cohesive brand experience for consumers.**
3. **Take an always-on approach – respond to other brands, relevant conversations, and timely trends.**



@hubspot

LinkedIn

LinkedIn may feel like an unexpected platform for brands to integrate into their omnichannel strategy, but this channel plays an integral role in meeting users where they are. LinkedIn is built on connection and can be a unique opportunity to show consumers a different side of your brand that may not make the cut on other, more casual platforms. Don't be afraid to test different types of content to see what your connections find interesting and engaging.

Though B2B businesses most commonly use LinkedIn, there is also an opportunity for B2C brands to show up authentically on this platform. To avoid getting lost in the noise on LinkedIn, it's crucial to stand out with an optimized profile, a strong brand identity, and compelling, unique content.

Key Takeaways

1. **Don't underestimate the power and connection that can be built on LinkedIn.**
2. **Use this channel to showcase and test different types of content that may not be a fit for other platforms.**
3. **Prioritize creating unique content to break through the noise on this channel.**

Top Brands Executing a Powerful Omnichannel Strategy

The brands that inspire us most are often those that have been committed to their omnichannel marketing strategies for years. These brands create best-in-class customer experiences that are skillfully woven into each touchpoint with their audiences. Brands like Nike, Target and Starbucks led the movement towards omnichannel strategies and ultimately became stronger than their competitors.

Many brands have learned putting their customer at the center of their strategy demonstrates the true power of an omnichannel approach. While many household names often feel like a league of their own, the following brands offer compelling insight for brands of all sizes to kickstart their own omnichannel marketing strategies.

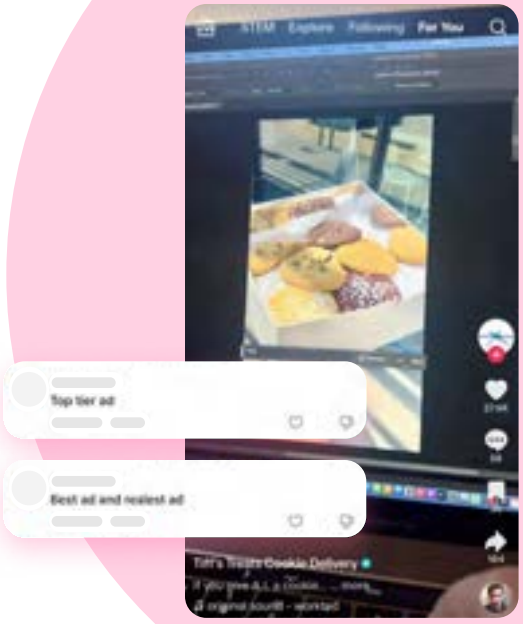
UNITED

Mastering the content lifecycle has been United Airlines' strategy's guiding principle for years. The brand has worked tirelessly to be agile and embrace the dynamic nature of social media as part of its omnipresence. It uses a healthy mix of organic and creator content, UGC and paid advertising to cover every step of the user journey. United's "always-on" approach for influencers, paid and organic sets them apart from the competition and allows them to consistently meet consumers wherever they are, whether that be in the air or on the ground.

Read the Full United Airlines Case Study →

Tiff's Treats
cookie delivery

Cookie brand Tiff's Treats takes a data-driven approach to omnichannel marketing. It begins by analyzing top-performing organic social content and amplifies it across various marketing channels, in the form of paid ads and in-feed placements. Recognizing that users often avoid traditional ads, the brand leans into authenticity, knowing in-feed placements resonate better with its audience. By leveraging high-performing content (usually UGC), Tiff's Treats creates a seamless, successful user journey across all marketing touchpoints.



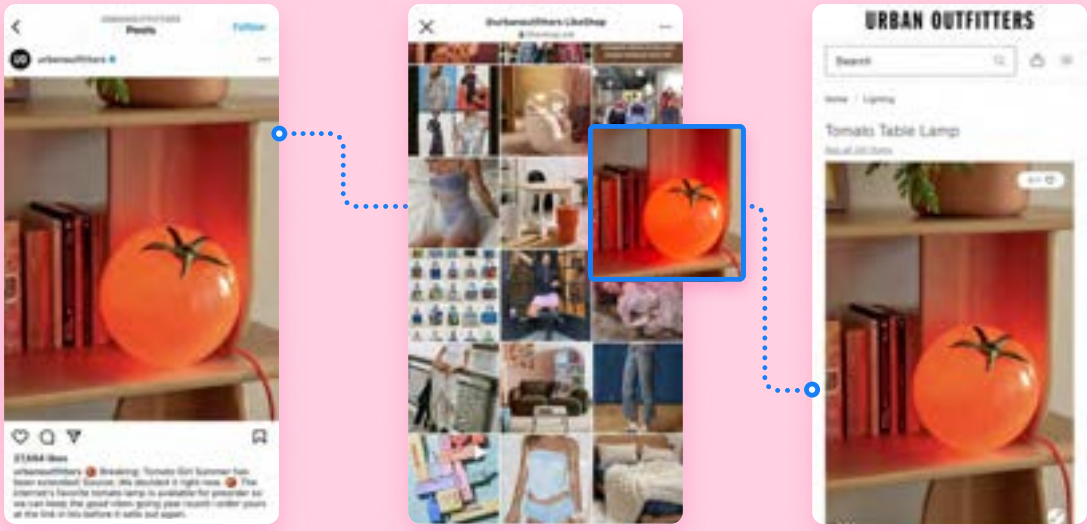
@tiffstreats

Read the Full Tiff's Treats Case Study →

URBAN OUTFITTERS

Bridging the gap between social media and other marketing channels can be a challenging part of omnichannel marketing, but it's something Urban Outfitters has mastered over the years. With the help of link in bio tool LikeShop, the brand is able to guide the user exactly where they want and need them to go, ultimately leading more consumers through the funnel to purchase. Urban Outfitters' inherent understanding of their audience and their journey through each channel makes for an extremely well-rounded omnichannel strategy.

Read the Full Urban Outfitters Case Study →



The Most Effective Tools for Omnipresent Brands

As consumers' habits evolve, brands' approaches to social media must evolve with them. A seamless e-commerce experience and bridging the gap between channels are aspects of digital strategy that have become expected of brands and retailers. Brands are often slow to adopt omnichannel marketing strategies because they don't have access to the right technologies. To create a personalized customer journey, marketing leaders need to equip teams with the latest technologies and tools to streamline the path from engagement to purchase.

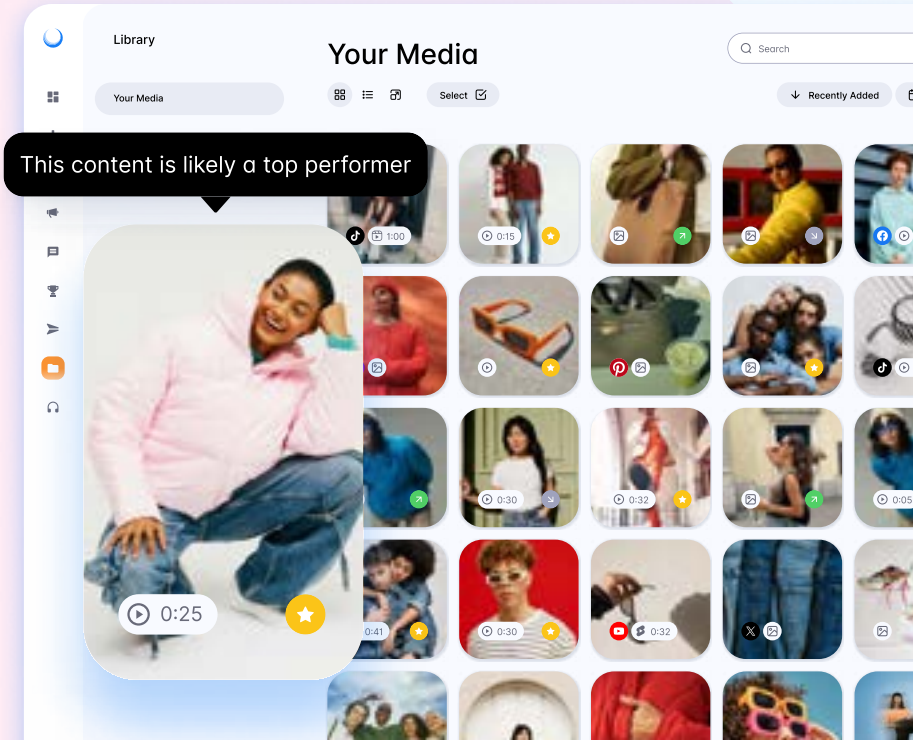
Here are some of the most important tools that are essential to building an omnichannel marketing strategy:

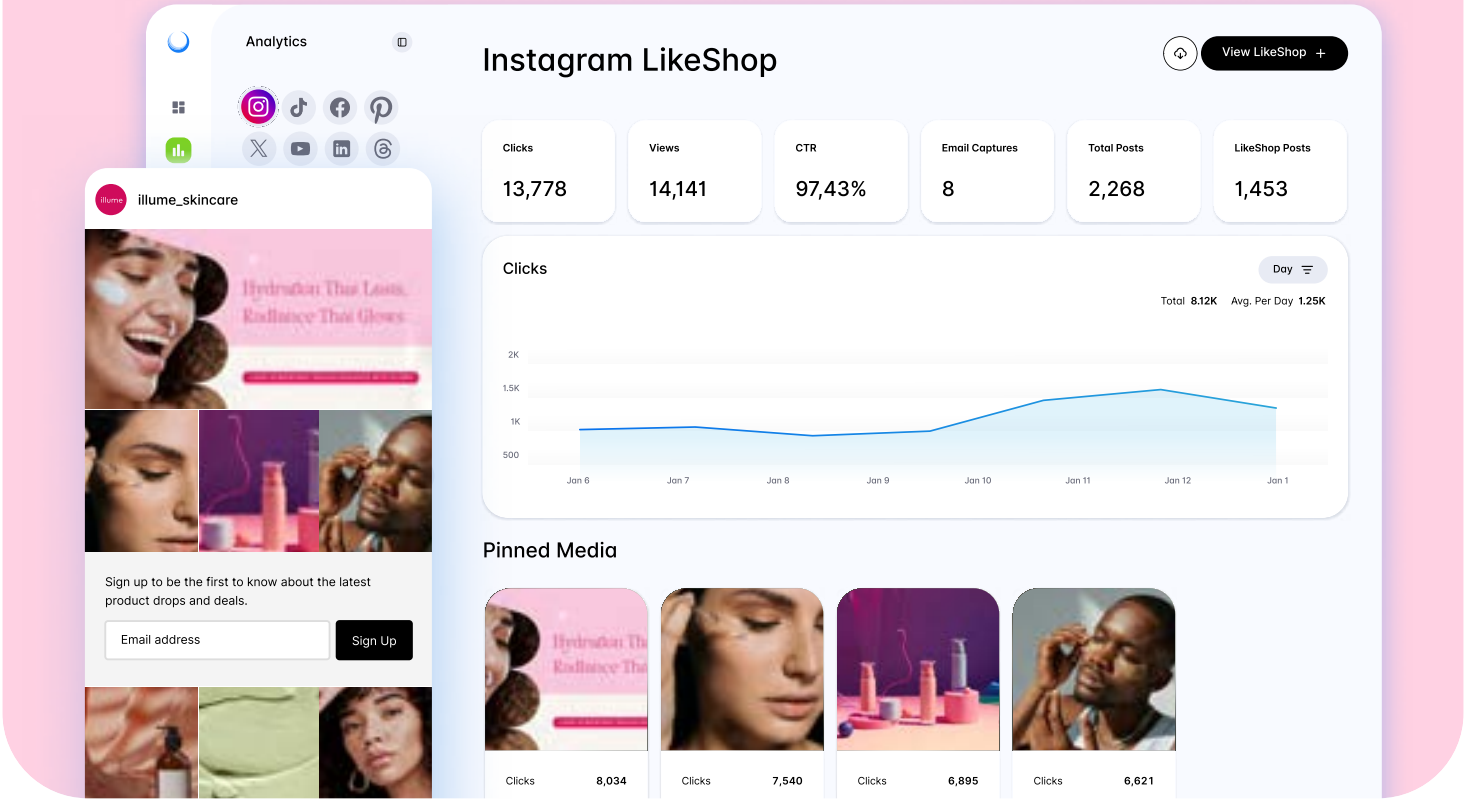
Multichannel Reporting

Finding a reliable multichannel reporting platform with a dedicated dashboard that visualizes your performance across key marketing channels and handles is a must. Dash Social's Analytics and Monitoring not only saves marketers valuable time and resources but also offers a comprehensive view of where your marketing dollars are going and where ROI is highest. Omnichannel marketing strategies require intuitive reporting that spans multiple touchpoints and equips teams with the insights they need to drive decision-making.

AI Technology

With new artificial intelligence tools emerging almost daily, AI technologies have rapidly become a key component of leading brands' content strategies. Tools like Dash Social's predictive AI analyze your brand's entire content library — whether owned, earned or paid — to provide valuable insights and optimization strategies. Our visual AI solution, Vision AI, identifies your best-performing content so you can make real-time, data-backed decisions on which photos and videos to use and when to publish to drive meaningful ROI across marketing channels.





LikeShop Link in Bio

Consumers value a frictionless commerce experience more than ever. To enhance the commerce capabilities that channels like TikTok and Instagram have to offer, link in bio solutions like Dash Social's LikeShop offer a seamless path for consumers to transition from engagement to checkout in just one simple step. These types of tools are critical to elevating your omnichannel marketing strategy.

Content Segmentation Technology

Content pillars are key to building an omnichannel marketing strategy that speaks to the many elements of your brand voice, products and community. They also help brands articulate which types of content will resonate with each target audience segment. Dash Social's content segmentation and measurement feature, Boards, unlocks the power to segment content to reveal what's working and what's not at a glance to guide content planning for all social channels.

Competitive Intel

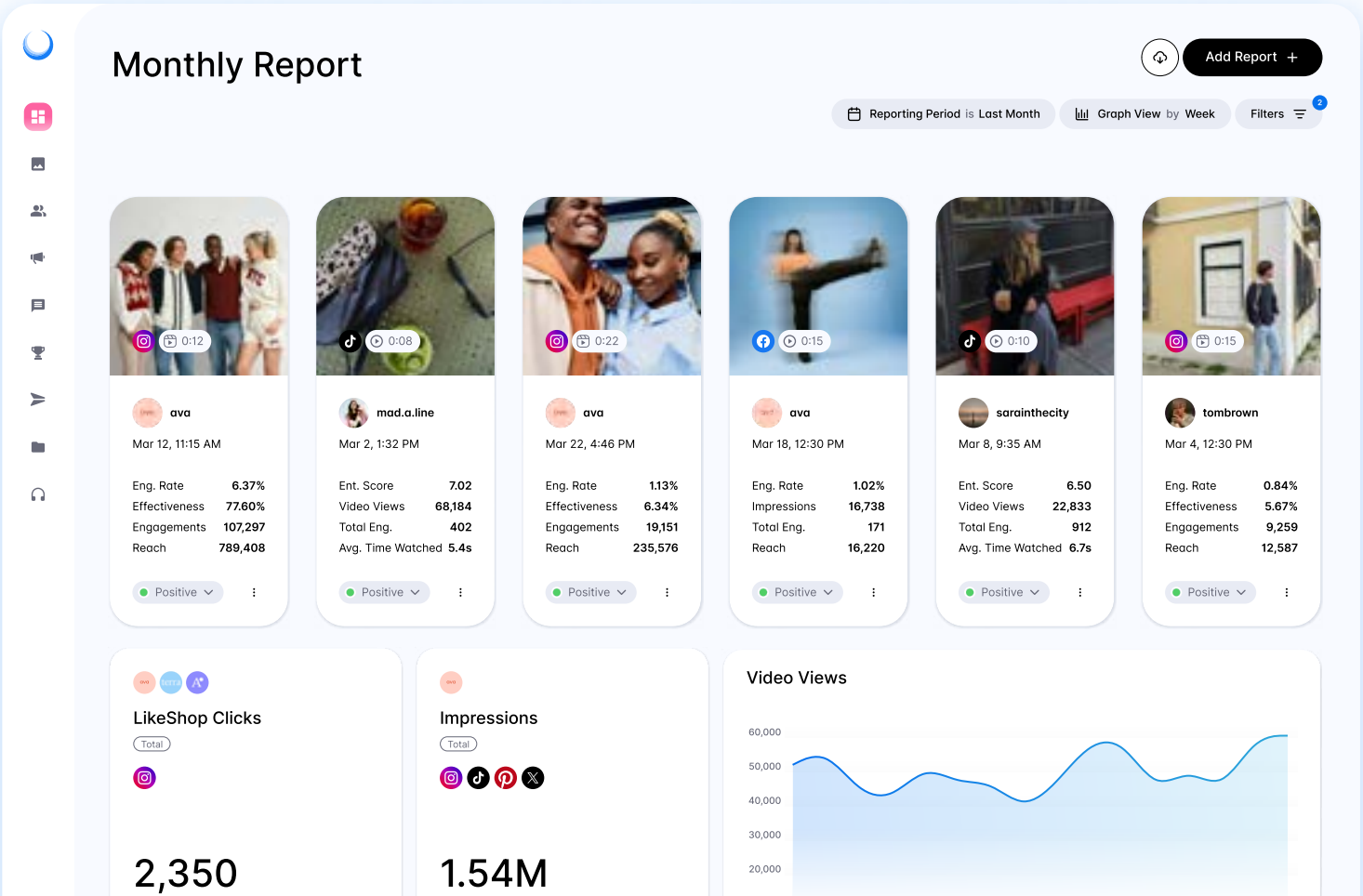
Understanding and leveraging top-performing competitor content is a powerful advantage for any omnichannel strategy. Gaining insights into what works (and what doesn't) without conducting the tests yourself is invaluable, providing guidance for decisions both on and off social media. Dash Social's Competitive Insights allows brands to get granular on competitive performance and see how they stack up with fully customizable reporting and benchmarks aimed at helping brands outperform the competition.

Using Data for Omnichannel Success

Data-driven insights are the core of any high-performing omnichannel marketing strategy. To build a strategy around their target customer, brands need to understand who their customer is, what resonates with them today and what will inspire them tomorrow.

To hone an omnichannel strategy, brands need to consistently be measuring results, tracking wins and failures and, most importantly, pivoting when necessary. Unlike other strategies, where brands will often launch a campaign and report performance after the fact, omnichannel strategies require constant attention. Understanding where your customer is in the marketing funnel at all times is what fuels omnichannel success. And setting KPIs for each stage of the funnel helps brands identify strengths, pain points and which initiatives are moving the needle.

Marketers need to integrate various business functions to fully measure and drive performance across each stage of the marketing funnel. Dash Social features let brands combine owned, earned and paid social insights in one place, making it easier than ever to see what's impacting followers now. This ensures that the entire organization is putting the customer at the center of their strategy and is what will integrate omnichannel thinking across the organization.



The Impact of Being an Omnipresent Brand

With an omnipresent approach to marketing, brands can nurture their target consumers and connect with them on their preferred channels. Those with agile systems in place are proving more resilient, and with strong digital capabilities, many are seeing increased engagement and rising sales. There's no telling what the future will bring, but an omnichannel strategy will keep brands prepared for whatever the future holds.

Learn how Dash Social can help your brand build a successful omnichannel marketing strategy

Get a Demo

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