



MODULE

SUSTAINABILITY MARKETING COMPETENCES

Unit 1 | Activity 2 How your business uses its marketing channels



20min



- Pen and blank paper
- Printer (optional)
- Coloured pens/pencils (optional)
- Access to internet

DESCRIPTION

This activity will help you understand the concept of omnichannel marketing and its purpose. It will assist in identifying and clarifying how you currently utilise your marketing channels and provide a foundational output for further development. How can you leverage your channels and their data to enhance the efficiency of your marketing, for example in relation to sustainability?

THE ACTIVITY

Step 1: Where and how is your business meeting your customers?

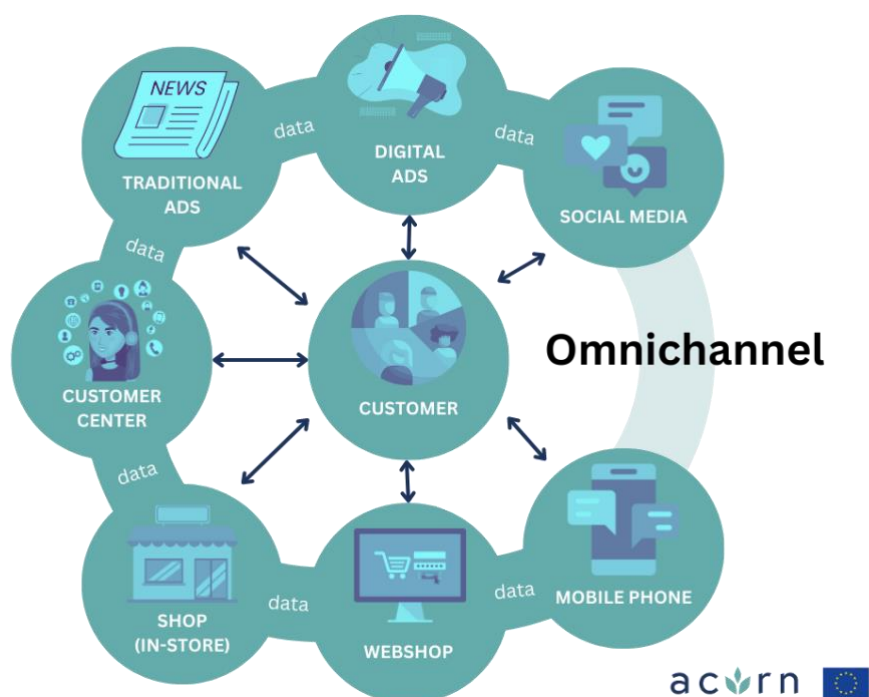
Here, you'll map out what your business is currently doing and identify areas for development.

The **Omnichannel** approach demonstrates how we can nurture and better understand our customers, leading to improved communication and profitability.

Consider the following:

- Which channels are you currently using?
- Where do your customers interact with your business?
- How are your customers engaging with your business?
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Set a timer for 5-10 minutes and brainstorm by writing down all the things that you can think of. Draw an illustration as shown below and write bullet points near each element.



Don't hesitate or overthink; you can always remove anything you don't like later. The goal here is to get as much written down as possible.

Step 2: Evaluate and identify any obvious good ideas.

Now, evaluate what you have written down.

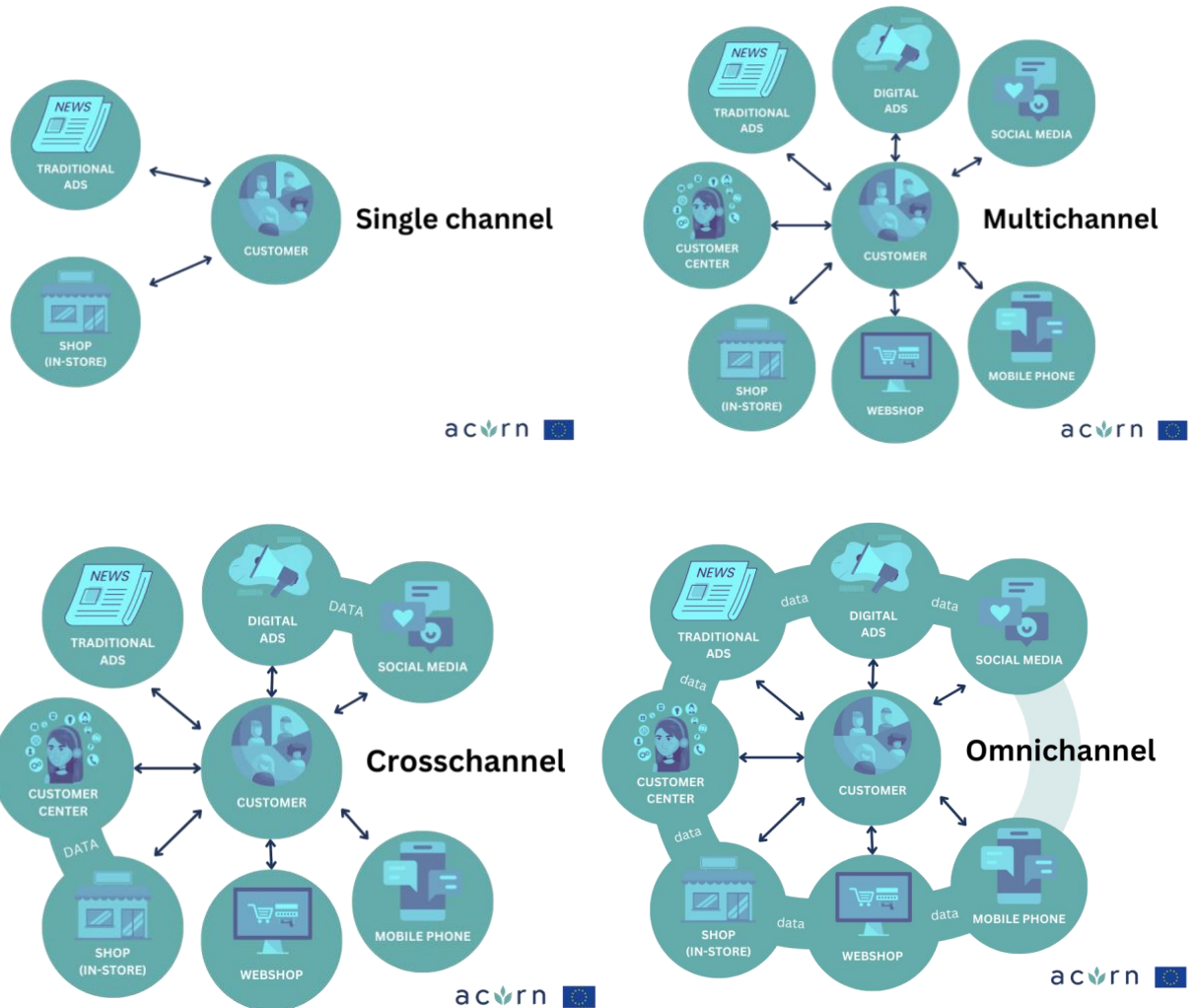
- Remember, this is a brainstorming activity, so feel free to let your ideas flow.
- How does your current channel stage look?
- What is working well and what could be improved?
- Are there any obvious initiatives that could be beneficial to pursue from this point?

Create a second illustration depicting where you want your business to aim for.

Furthermore, reflect on how to reach that point and what it will take. Keep both illustrations and notes for future reference in upcoming units.

THE THEORY

How are you using your marketing channels today?



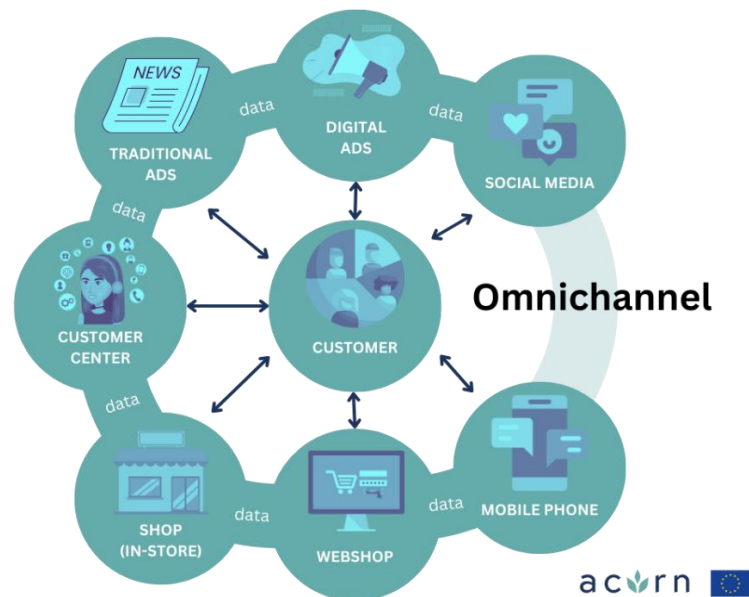
Channel stages model by Omnichannel institute - <https://www.omnichannelinstitute.com/hvad-er-omnichannel-marketing>

What channels you use and how you utilise them can be efficient tools for your business.

Today, there are plenty of channels or ways through which your existing and potential customers interact with your business or find your business. As discussed in the previous activity, customers are increasingly accustomed to being at the centre. With the increasing implementation of digital presence in our everyday lives, it has become easier to understand and cater to their needs and desires. This is why the use of data is crucial if you want to meet them at their level of expectations and understand their pains, needs, and demands.

The concept of understanding omnichannel is a customer-centred approach, where we engage with our customers through multiple channels and share collected data between these channels. It doesn't matter which channel we meet them on; the key is to understand who they are and what kind of customers they are:

- *For example, when selling your amazing organic vegetables, you can have a small questionnaire to gather information about the customers' vegetable preferences and their frequency of need (in this case, every 3 weeks). You can also collect their email addresses and, with their consent, their phone numbers for future contact.*
- *After 2 weeks, you can send them a customised newsletter focusing on the specific vegetables they prefer, and after 2.5 weeks, you can follow up with a phone call.*
- *By doing this, you are already interacting with your customers through multiple channels and continuously sharing the collected data. You may even have a system in place to track the data and monitor any changes in customer behaviour.*



To summarise the different stages:

- **Single Channel:** In this stage, your business has a limited scope and may not even utilise the full range of digital possibilities. As the illustration indicates, there may be individuals responsible for the physical store, customer service centre, and traditional analog marketing. This means there are only a few channels and no data exchange between them.
- **Multi Channel:** In this stage, we begin to embrace more digital channels, but each channel operates independently and doesn't communicate with others. For example, what happens on social media is not transferred to other channels.
- **Cross Channel:** This stage involves sharing data between some of the channels, which is becoming more common in many businesses. We use the collected data to benefit our customers in other channels, enhancing their experience.
- **Omni Channel:** Here, as a business, we share all collected data across our organisation and channels. Our focus is always on the customers, and we strive to meet them in the best possible way on every channel we use. We keep track of their needs and behaviour, understanding their purchases in customer service and their preferences in email marketing, among others.

Developed by our organizations



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PELICAN