



OMNICHANNEL CONVERGENCE

+ THE ONGOING EVOLUTION OF MULTICHANNEL MARKETING

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INTRODUCTION

*“Our other name for **convergence** is ‘integrating online with offline’. We believe, in simple terms, that the lack of **connection** between the offline customer and the online customer is a business **opportunity**.”*

– Jeremy Thompson-Hill, CEO, OpenBet



INTRODUCTION

CONSIDER THIS

A consumer goes to the mall because they receive an emailed coupon, **redeemable in a store**.

- They find the item, and **use their smartphone to price check**, to verify they're getting the best deal
- They pay for the item using their **mobile wallet**
- They get a **text with a coupon** for a free bag of coffee at *Starbucks*, located in that same mall
- They swing by *Starbucks* to **redeem the offer**, grabbing a latte while they are there

The consumer isn't thinking about online vs. offline,
THEY'RE TAKING THIS SEAMLESS EXPERIENCE FOR GRANTED.

We should begin by focusing on **the experience we want to create**.
Then, consider how best to create that experience, given the available channels.

INTRODUCTION

What we're calling 'online-offline convergence' is for many consumers, simply, **natural behavior**.

CONSIDER THIS

A big storm has caused all trains out of the city to be cancelled.

- Your destination is close enough to drive, so you approach the car rental counter
- There's a long lineup, so you **use your phone to book a reservation** while you wait
- **Email confirmation received**, you leave the line and walk straight to your reserved vehicle

The notion of waiting in line to reserve or pay, **even when using an offline channel**, is obsolete.

Today's consumer **thinks about relationships**, not channels.

They expect an in-person experience to be just as **personalized and tailored** as an online experience.



TACTICS TO CONSIDER

*“The brands that are really succeeding are the ones that help people to **connect** off and online. Brands that help us come together and really **share** experiences – it’s this **convergence** economy that we’re seeing.”*

– Mary Portas, Retail Consultant & Broadcaster



TACTICS: DATA & LOCATION

Beacons are sophisticated, location-based technologies that capitalize on the fact that mobile use is constant and always on.

- Relatively low cost
- Non-invasive compact size, easily mounted out of sight
- Low energy Bluetooth transmission directly to smart devices in nearby vicinity
- Circumvents potential issues with cellular data signal receptivity indoors

Use in-store beacons to deliver push notifications for **localized offers**, or include in-app maps to help customers **navigate** your locations, delivering them to what they want, when they want it.

Lock screen messages – Beacons can display lock screen messages that are able to greet customers at the door, provide a link for more information, or even pull up their digital loyalty card as they check in/out.

Interact with an app – When programmed with an app, beacons can provide an experience that is in coordination with a person's location/interests.

TACTICS: MOBILE

Take advantage of mobile scanning

Entice customers by giving them a digital offer that they **have to redeem on-site**, and make it **worth their time**. Hinge it on the idea of providing something exclusive with perceived value.

Provide location-aware offers

Mobile check-ins via Foursquare, Facebook, Twitter and other platforms provide immediate data on site visits. **Reward this behaviour** by providing offers/acknowledgment for check-ins.

Reward social engagements

When consumers like your page on Facebook, or interact with you on other social channels, **engage them offline** by driving them to a mobile-specific experience requiring on-site redemption.

Second Screening

Consumers use mobile devices while engaged in other screen-based activities, like watching a video or gaming screen. Utilize a consumer's mobile device to provide extra information **relevant** to what they're already watching, or to add **additional** dimension to a game they're playing.



TACTICS: GAMIFICATION

The goal of integrating gamification is to **achieve higher levels of engagement**, change behaviors, and stimulate innovation.

Gamification;

- accelerates the rate of **interaction** and maintains engagement
- provides clear goals and well-defined 'rules of play', **empowering** users to achieve
- builds a narrative that **engages** users to participate online and offline in order to achieve
- Provides many short-term, **achievable** goals that maintain engagement

Some basic gaming elements include:

- **Achievement** – Rewarding a badge, level up, or points for reaching some accomplishment
- **Leader Boards** – Ranking individuals creates competition and induces higher involvement
- **Appointments** – A specific time at which players must return to complete an action
- **Countdown** – Having a limited time to complete a task
- **Progress** – Showing the amount of progress completed/remaining in a certain activity





TACTICS: GAMIFICATION

Increasing desired behaviors

The main objective is to **incentivize behaviours** most closely aligned with your business goals. Turning behaviours into competitions gives your customers incentive for taking **desired actions**.

Here are few ways you can score members, for actions of value taken;

- Purchases
- Check-ins
- Joining live events
- Posting comments
- Writing reviews
- Participating in polls

Generating User Data

There is a **key benefit** associated with engagement through gamification;

- As users spend more time interacting, you have more opportunities to collect permission-based information about these users, building **rich, actionable, behavior-driven** customer profiles

With every action they take, customers are **actively and willingly** telling you about themselves. You can associate every click, point gathered, badge won, or achievement earned to a specific user.



TACTICS: VALUE SEEKERS

Turn freebie-seekers into paying customers

With the right approach, value seekers can be avoided significantly, or better yet, **converted**.

Offer a free, slimmed-down, trial

Value seekers only want it when it's free. If, however, you give them a taste of what they want, but require commitment to get it 'all', it becomes an **aspirational** hook.

Let them chart their own course

Value seekers tend to seek out other value seekers. If they've built a community around your offers by sharing freebies, **leverage their loyalty** by assisting them in spreading the word.

Make it irresistible

When the free trial period is up, spring your best offer on them. For inactive users, **never run out of excuses to stay in touch** and remind them of reasons why your offer is too good to pass up.

Say no to freebies

This might sound counter-intuitive, but in some cases, subscriptions skyrocket as a result of **eliminating free options**. Test it on past value seekers, and see if there's any change in behaviour.

EXAMPLES TO LEARN FROM

*“Convergence is the **seamless** experience of seeing no boundaries between our online and offline lives – total **integration**. It represents a cultural shift, as consumers are encouraged to seek out new information and make **connections** among dispersed media content.”*

– Henry Jenkins, Professor of Communication, Journalism, and Cinematic Arts, University of Southern California



EXAMPLE: ONLINE-OFFLINE PRIZING

Harrah's 'Industry First' Online/Offline Prize Campaign

Harrah's, a Caesars brand, launched a first of its kind promotional collaboration combining both their land-based casinos (23 properties across the US), and their online gaming operations.

Contestants obtained entries by playing slot games at eligible sites, and by participating in a digital Treasure Hunt online, completing weekly challenges for cash, prizes, and bonus draw entries, ultimately competing for spots in a real live Mojave desert Treasure Hunt worth \$1 million dollars.

Treasure Hunt was successful for a number of reasons;

- **400,000** casino players from across the country participated in the Treasure Hunt promotion
- The innovative campaign managed to **successfully bridge** the physical and digital gaming worlds



EXAMPLE: MILLENNIALS

Atlanta Hawks 'Swipe Right' Night

Last season, the *Atlanta Hawks* hosted one of the most memorable event nights in recent professional sports history. They called it **Swipe Right Night** – here's how it worked:

- Fans encouraged to swipe right on dating app *Tinder* – for chance to win access to exclusive lounges, populated by other singles, and Atlanta's most eligible bachelors and bachelorettes
- Sponsor *Bud Light* offered participants and fans chance to win tickets to games and events

The **Swipe Right Night** was successful for a number of reasons;

- First off, it was unique, and something **totally innovative** and new
- Second, the event identified and honed in on a target market: **Millennials**
- Third, the campaign put the focus on an **experience**, not just another standard giveaway



CONCLUDING THOUGHTS

*“The **shift** is happening, whether businesses believe their customers are proactively engaging or not. People are in stores using their **mobile** devices to check prices and to consult with their friends or rating sites – consumers are **integrating** their online and offline behaviours.”*

– Alisa Maclin, VP Marketing, Smarter Commerce – IBM





CONCLUDING THOUGHTS

Integrated Customer Experience

Convergence isn't on consumers' minds. They just want **consistent experiences** from businesses no matter when, where, or how they transact.

Make it convenient and satisfying for your customers to do business with you, and they'll return.

- Convergence means more **knowledgeable consumers** with **higher expectations**, where social networks, online reviews, and GPS-based marketing change how businesses operate
- Convergence enables consumers to build their own **engagement experience**, but also enables businesses to differentiate themselves through experiences and services offered
- Convergence is opening the door to new kinds of **partnerships** that may emerge based on compatible product or service offerings and data sharing

What is the right convergence strategy?

That depends on the market segment, business model, and competitive landscape. **Contact Sawhorse Marketing Group to discuss the right approach for your unique business needs.**

As more capable tablets, smartphones, and mobile applications come to market, and as businesses offer more innovative services, the convergence of online and offline activities will continue to have a **profound impact** on the way businesses operate.

HARNESS THE POWER

Good enough is never good enough. We don't settle, and neither should you. Your brand isn't one thing—it's everything. And that's what we're about. Building kickass brands, since 2012.

Sawhorse Consulting Group is a Southern Ontario based brand marketing agency, specializing in big ideas that push boundaries and challenge convention.

Over the years, we've partnered with a broad array of businesses, each with unique objectives and desires. Whether your needs are strategic in nature, or content-driven, we can't wait to work with you on something new. Contact us today, and let's get started!



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