

Going Omnichannel

A Guide to Expanding Your Ecommerce Business Beyond Your Website



Who is this ebook for?

In a [survey](#) of 4,000 consumers, researchers found that the average customer is interacting with brands across a mix of **20 or more channels**. Your customers are on multiple channels, and it's time that you are too.

Shoppers are looking for a seamless and consistent experience across every channel and device they use to interact with a brand. People don't go shopping anymore—they're pretty much always one tap or click away from a shopping experience. Ecommerce today is distracted, fragmented, and always on. **Ecommerce today has to be omnichannel to survive.**

An omnichannel retail strategy empowers you to take control of that experience to develop happy, loyal customers and gather data to help you spend your marketing budget more efficiently.

This ebook is for any online brand or retailer who is ready to go omnichannel and grow their ecommerce business beyond their ecommerce store. In it, we'll explore what true multi-channel integration entails, the benefits and ROI of going omnichannel, and case studies and tips you can use to go all in on growing your omnichannel empire.



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What does omnichannel mean for ecommerce

Omnichannel (“omni” meaning “all”) retail provides a unified shopping experience across every single device and channel that a consumer may use to interact with your business.

To provide a truly integrated, omnichannel approach, a retailer should consider every online and offline channel—including brick-and-mortar stores, mobile shopping, marketplaces, ecommerce websites, social media, advertising, and more—that a consumer may visit during their shopping journey.

More than just a smart marketing strategy, omnichannel is the future of online retail. It’s a smart investment in consistent brand experiences that are always attuned to the shopper’s channel and their individual stage in the customer lifecycle.

Omnichannel ecommerce isn’t a hacky tactic or a passing fad. It’s a way to provide conversion points everywhere—because that’s exactly where shoppers are today.



What Omnichannel Looks Like

FROM A CONSUMER'S POINT OF VIEW

Source



While on your phone, you see a Facebook post from a friend who just bought a new bike. Interested, you click the link to check it out on the store's website but soon have to halt your research.

Later, you pull up the store's website on your tablet. Recognizing you, the bike shows up as a recently viewed item. From there, you can take a better look at the bike and also see other options they offer.

Since you want to try the bike before purchasing, you visit the store's local brick-and-mortar location a few days later. When your phone links up with the store's wifi network, the salesperson gets an alert with what bikes you've been viewing so they're able to assist you with personalized customer service and eventually close the sale.

You can either take the bike home that day or have the shop ship it to your house. When you choose to have it shipped, you're able to track the bike through the delivery process using your smartphone, tablet, or laptop.

Once the bike arrives, the store calls to make sure it's exactly what you wanted. It's great, but a couple of days later a few questions arise. As soon as you pull up the live chat feature on the shop's website, the rep knows exactly what you have ordered and is ready to provide help on your specific item.

Case study:

Disney dominates omnichannel

If you've ever even Googled the term "omnichannel," chances are you've read something about Disney dominating the budding world of omnichannel ecommerce.

Whether you're on a desktop computer or a mobile device, the moment you land on Disney's responsive website you'll have access to everything you need to plan your trip to one of their parks. After creating a personalized profile, you'll be able to start linking your travel plans, setting up daily itineraries, and inviting travel companions to view and collaborate on your trip. Of course, it doesn't just stop there.

Once your Disney profile is created, you'll be prompted to download their mobile app where you can view and update all the plans you already made as well as access searchable

maps, real-time wait estimates, and other useful content based on your specific itinerary.



Disney even takes things offline to **truly immerse you in their universe** with the Disney band. The smart bracelet, which resembles a wearable fitness tracker, makes your trip (and separating you from your money) much more convenient by acting as a room key, admission ticket, FastPass, and—of course—a way to charge purchases directly to your room.

Disney's personalized touchpoints are so

comprehensive that the customer experience doesn't end until the trip is over. And neither do the sales. They've built a brand experience that gets to the root of what omnichannel is and why it works: **A customized journey that allows customers to interact with multiple conversion points across various devices and platforms in a way that's so delightful they'd literally pay to do it again.**

The ROI of omnichannel retail

The retail landscape is getting even more competitive. What we've seen in the last three years is businesses adding ecommerce stores to supplement their brick-and-mortar stores because that was the only way to survive at the time. Today, we're seeing digital native stores opening up physical stores as an addition to their ecommerce stores.

But these channels are often operating in isolation from one another, which is exactly what customers do not want. So, if you're asking yourself if developing an omnichannel strategy will bring you any return on investments—especially considering the upfront cost and effort you'll put in—the answer is yes.

According to Research Live, nearly 90% of all retail leaders agree that a seamless omnichannel strategy is essential for business

success. But if that statement is not enough, consider these [statistics](#):

- + Companies that adopt omnichannel strategies see **91% higher year-over-year** customer retention rates compared to businesses that don't.
- + Businesses with strong omnichannel customer engagement see a **9.5% year-over-year** increase in annual revenue.
- + Omnichannel leads to **250% higher**

purchase frequency, and an average order value of **13% per order**.

These are just a few of the ROIs you're looking at gaining when you implement an omnichannel strategy.



Omnichannel commerce means big benefits

Luckily, going omnichannel has some major benefits for retailers and consumers alike. Not only does it provide personalization to make the consumer experience more delightful, omnichannel ecommerce also allows retailers to market more efficiently and build customer loyalty.

Providing the personal experience customers crave

Research shows that 70% of customers expect a personalized experience from the brands they interact with and will get frustrated if they don't receive it, no matter the channel they use.

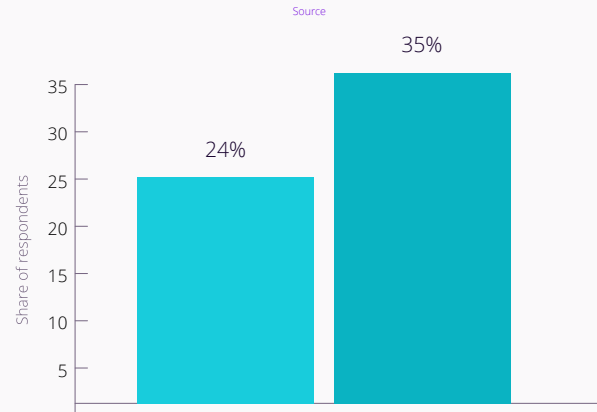
According to [Mckinsey](#), omnichannel

personalization goes far beyond basic retargeting. It's about "consistently tailoring interactions across channels, and they do so continuously and at scale." And, that's why [62% of retailers](#) are planning to improve their omnichannel personalization capabilities.

[Statista's 2022 survey](#) found that only 35% of business leaders felt that they were successfully achieving omnichannel personalization. This number is up from 24% of the previous year. From this day going forward, if you work on your omnichannel strategy, you could earn your spot among these leaders who are confident in giving their customers what they want. Consumers reward

personalization. By using an omnichannel strategy to personalize the customer journey, shoppers get a positive impression of your brand and you get more opportunities to put related products, upsells, and other valuable conversion points in front of them.

Business Owners Achieving Omnichannel Personalization in 2022



Getting more powerful customer data

The ultimate goal for an omnichannel retail strategy is to optimize every possible customer touchpoint. And that's not just important for conversions. Consumers can take a whole host of avenues to research, purchase from, and otherwise interact with your brand. That's why it's getting more and more important to understand their behavior so you can adjust your strategy to meet them where they are.

How does a shopper first make contact with your brand? When do they finally convert? Is Instagram driving sales, are customers shopping your website after seeing a product in store, or is it a mix?

By collecting data on all these pathways, you can both provide a seamless experience all the way to the checkout counter as well as use your marketing dollars more wisely.

In an omnichannel world, understanding and optimizing the point at which consumers convert will save you tons of time, effort, and, of course, cash.

Inspiring profitable customer loyalty

Whether they're clicking on your website or walking into your brick-and-mortar location, your brand needs to provide a consistent experience during each and every visit. Why? Because it inspires loyalty. And that, my friend, pays.

Studies have even found that businesses that provide a seamless shopping experience get a **23 times higher customer satisfaction rate** than businesses that don't.

Here are some **omnichannel statistics** you'll want to keep in mind:



90% of customers expect consistent interactions across channels



54% of shoppers are likely to search for a product online and later buy it from a physical store and vice versa



51% of shoppers make purchases on their smartphones while inside a store



47% of consumers are more likely to purchase online if in-store return is an option



Case study:

An omnichannel oasis

U.K. fashion retailer Oasis combines their ecommerce website, mobile app, and brick-and-mortar stores into one **streamlined shopping experience**.

In stores, sales associates carry tablets that empower them to provide shoppers with on-the-spot, up-to-date product information as well as ring them up from anywhere in the store.

If a particular version of an item is out of stock, the associates are able to quickly place an order on a shopper's behalf and have it shipped right to their home.

Thanks to the Oasis app, shoppers can take this streamlined experience one step further with supplemental digital content that's customized to their history and preferences.



Source

Tips for expanding your ecommerce business beyond your website

That's why maximizing shoppability, your mobile presence, and marketplace representation—all while getting the help you need to remain sane, of course—are some of the best ways online retailers can use technology to get started with omnichannel retail.

1. Make every touchpoint shoppable

What's the point of spending all that time and energy setting up and maintaining a bunch of channels if shoppers aren't able to convert on all of them?

Exactly.

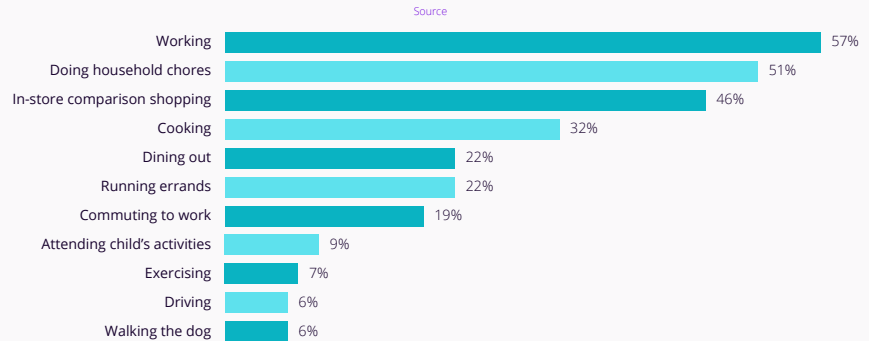
One of the best ways to grow your ecommerce business beyond your website is to make every touchpoint shoppable.

Customers may begin their product research on a search engine, only to discover the exact product they're looking for on social but end up buying the product in-store. The modern buyer's journey isn't straight forward. So while digital presence isn't the be-all, end-all of ecommerce; it's a vital element in enhancing the overall shopping experience.

Recent changes to social media mean you can really go all in on omnichannel conversions.

Platforms like Pinterest, Facebook, Instagram, and even TikTok enable online sales to make conversions seamless. Which is perfect, because it's not uncommon for people to check out lifestyle product reviews and pictures on social media before making a purchase. And since shoppers are doing everything from working to doing chores and dining out while shopping—you better capture that conversion while you can.

What Consumers Do While Shopping



2. Invest in mobile-first

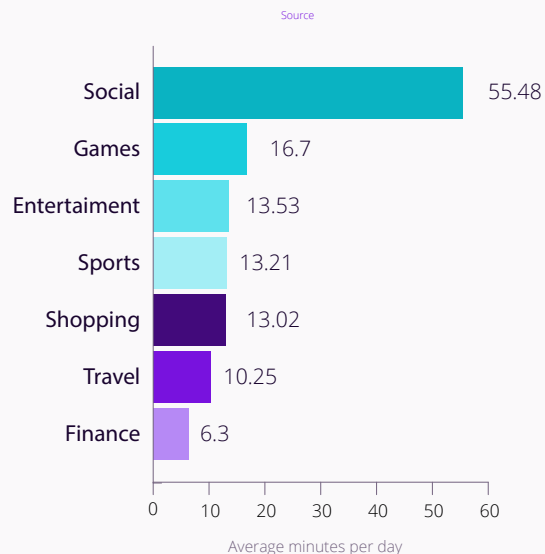
Mobile internet usage has already surpassed desktop.

In 2022, mobile commerce accounted for 65.7% of all global ecommerce retail sales. If easy, shoppable, and mobile touchpoints aren't already part of your strategy, you're leaving money on the table.

Better yet, go beyond just a mobile-friendly website. Integrate an app into your channel strategy so users can make purchases, enjoy personalized content, and overall stay in the shopping journey for a longer period of time.

People across the globe spend 13.1 minutes on mobile shopping apps each day. On top of that, they spend 55.48 minutes on social media per day. The consumer preference for mobile apps versus mobile sites is clear and must play a role in your omnichannel strategy.

Time Spent on Mobile Apps Globally



3. Go all in on marketplaces

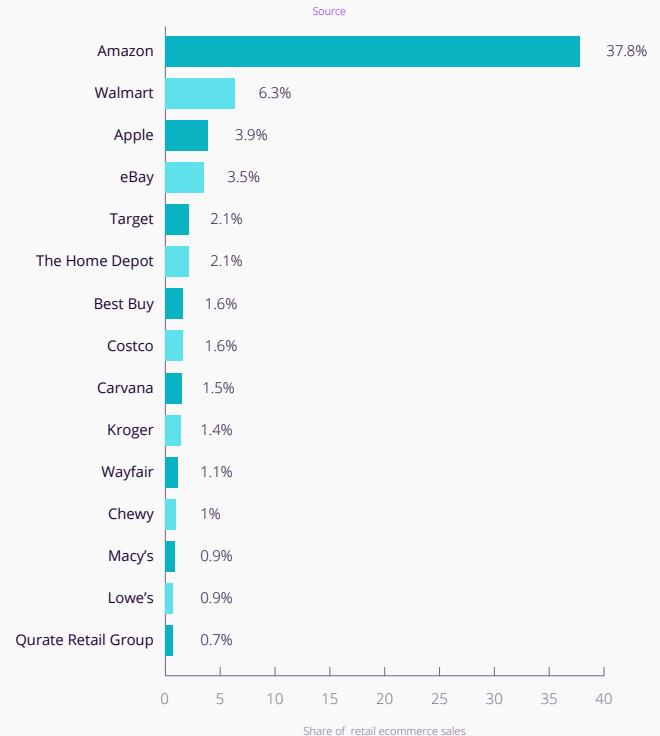
If you want to strengthen your marketing muscle, here's a classic adage to start with: Meet the consumer where they are. When we're talking about omnichannel, that means marketplaces. Namely, Amazon.

According to Statista, in 2022 Amazon was the most popular online store with the highest market share of 37.8%. And it still is, in 2023, it was the most visited online marketplace globally. Predictions suggest that by 2027, Amazon's worldwide net sales will exceed one trillion US dollars. The marketplace brand was even ranked as the number one most valuable brand in the world.

What's more is that over half of consumers start their shopping journey on Amazon. Their product selection and related suggestions are practically limitless and their shipping and return policies painless. If you want to go omnichannel, your strategy should include online marketplaces in addition to your own ecommerce website. And if you're just starting with marketplaces, Amazon is the place to be.

Amazon Dominates the Ecommerce Marketplace

MARKET SHARE OF LEADING RETAIL E-COMMERCE COMPANIES IN THE UNITED STATES



4. Don't do it alone

U.S. adults use media for an average of 12 hours and 9 minutes per day, which amounts to over 360 hours every month. You basically need to be everywhere, all the time, with a kick-ass strategy if you want to provide the helpful, relevant experience consumers are delighted to return to time and time again.

If it sounds like a tough gig, that's because it is.

The great news is, **you don't have to manage everything alone.**

An omnichannel strategy takes a ton of creativity, nurturing, and time to grow. As the marketing, content, or product person in your organization—when was the last time you had more than a consecutive hour or two to create or nurture anything?

Chances are, you're spending most of your time just keeping up with manually creating, updating, distributing, and optimizing product content.

But you shouldn't be. That's right, we said it. **We know you're capable of so much more.**

That's why we built **Plytix**, the only smart product information management (PIM) software that's created by content people for content people.

Our entire **methodology** is designed to make the centralization, optimization, and distribution of product content streamlined and effective—without costing you your sanity, the majority of your workday, or the tens of thousands of dollars that most PIM tools cost.

With **our affordable collaboration tool** where you can bring all your product data together and get it ready for everywhere you sell; Plytix is standing by to help you get shit done and get back to those big, creative projects you were meant to lead.



Hi, I'm Trevor!

Give us a call today and a real person, like me, will help walk you through how you can started with your omnichannel strategy using Plytix.



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