

## Omnichannel Marketing: Connecting Consumer Experiences from Online to Offline

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### ABSTRACT

Omnichannel marketing is a strategic approach that integrates all distribution channels and customer interactions, creating a consistent and seamless experience from online to offline platforms. This research aims to explore how omnichannel marketing can effectively connect consumer experiences from the online to the offline world. This research uses a qualitative approach with descriptive methods. The research results show that the implementation of omnichannel marketing has had a positive impact in connecting customer experiences from online to offline channels. Customer data integration enables a better understanding of customer preferences and behavior, enabling more targeted marketing strategies. Flexibility in payment systems and omnichannel performance analysis capabilities provide valuable insights for companies to improve the effectiveness of marketing campaigns. Overall, omnichannel marketing proves that continuous customer engagement, personalization of experiences, and channel integration can increase customer satisfaction and support a company's business goals.

#### Keywords:

Marketing, Omnichannel, Customer experience, Online, Offline

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### INTRODUCTION

In the increasingly developing digital era, companies are often trapped in two separate camps, namely online and offline. However, realizing that the market can no longer be strictly divided between the virtual world and the real world, companies are starting to recognize the need to come together to create holistic and engaging omnichannel experiences (Asmare & Zewdie, 2022). It's not just about choosing between one or the other, it's about bridging the gap between the two. In this journey, retailers not only pursue increased sales, but also strive to provide experiences that exceed customer expectations (Mishra et al., 2021). Integration of distribution channels, from online platforms to personal touches in physical stores, is key to creating a consistent and unified shopping experience.

Omnichannel marketing is no longer just a strategy, but a necessity to keep up with changing consumer behavior patterns (Suriانشa, 2021). By leveraging technology, data and creativity, retailers can develop solutions that not only make it easier for customers to move between channels, but also experience continuity and harmony in every step of their journey (Hutabarat et al, 2021). In this way, retailers can build close relationships with consumers, create competitive advantages, and strengthen their position in the midst of increasingly dynamic market competition (Peilouw \$ Sitaniapessy, 2023).

The choice of channels and customer touchpoints is an integral component of a retailer's marketing strategy in this era. Recognizing the importance of holistic interactions, retailers increasingly understand that no single channel approach can meet the needs of all consumers (Morrissan, 2015. In other words, one size does not fit all. Therefore, retailers need to adopt a dynamic and flexible approach in determine marketing channels, considering various consumer preferences and behavior (Widiana & Sinaga, 2010).

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It is important to recognize that customers have different interests towards channel-centric. Some consumers may prefer shopping online, while others prefer the traditional experience directly in physical stores (Rachmarwi, 2018). In addition, there is also a segment of consumers who want a combination of both, looking for a comprehensive omnichannel experience. Therefore, successful retailers are those who not only identify channel options that suit their products or services, but are also able to align marketing strategies with various customer preferences (Abidin & Asmarawati, 2012). By adopting a customer-centric approach, retailers can create more personalized and satisfying experiences, build strong engagement, and increase consumer loyalty in an increasingly complex and dynamic marketing environment (Riadi et al., 2021).

Today's channel-switching customers can de facto be considered channel agnostic, as they seamlessly switch between online and offline experiences, as well as between desktop and smartphone devices without any constraints (Raharjo, 2021). Customer engagement is no longer limited to a single channel or platform, but is a blend of various aspects of the omnichannel experience. They are not tied to the constraints of a particular channel, but instead want the convenience and freedom to interact with a brand or retailer through whatever channel is most convenient at any given moment (Bob et al., 2021).

These channel-agnostic customers present both a challenge and an opportunity for retailers to improve their marketing intelligence. In facing the dynamics of changing consumer behavior, retailers need to provide predictive insights that enable them to understand customer preferences and needs thoroughly (Bob et al, 2021). Intelligent and responsive customer service is key in meeting changing customer expectations, while seamless commerce through an omnichannel experience allows customers to navigate their shopping journey without any technical or administrative hurdles (Bastiar, 2010).

By understanding that customers have flexibility in interactions with brands, successful retailers will focus on building responsive and adaptive omnichannel ecosystems (Andirwan et al. 2023). It's not just about being on every channel, but also providing a seamless and consistent experience across the customer journey, meeting the needs of these channel-agnostic customers, and in turn, increasing customer loyalty and retention (Labaso, 2018).

### **Literature Review**

In general, the definition of omnichannel is a strategy that is widely used by companies that have many channels (multi channels) to provide the best experience to their customers (Shankar & Kushwaha, 2021). Omnichannel is a strategy used to understand consumer behavior when making choices (Hossain et al, 2020). The definition of Omnichannel is a system that collaborates various types of communication channels on one platform. Omnichannel strategy aims to improve customer experience by utilizing various communication media channels (Nguyen et al, 2022). Omnichannel is the evolution of Multi Channel. Every customer can connect with businesses on various channels, but with a better experience (Cai & Choi, 2023).

In terms of language, Omnichannel comes from two words, namely Omni which means universal and Channel which means channel. In contrast to Multi Channel, an Omnichannel system combines the communication channels that are most relevant to customers. The system is also updated in *real time* for *end- users* (Hayes & Kelliher, 2022). So, every communication channel and supporting resources are designed to work together. Omnichannel marketing strategy is an approach to customers that combines every channel that consumers use to connect to the company, such as: Email, social media, SMS, WhatsApp Business, Chat on the Web, and so on. In order to optimally implement this system, business owners must combine the information systems they have (Aleshnikova et al, 2019).

If implemented well, the Omnichannel method makes it easier for consumers to find information about the products and services being sold. That way, customers can easily find what they need. Plus, customers can interact easily so that it can increase customer trust, create a sense of security when making transactions, and guarantee that the product arrives in good condition when received.

## **METHOD**

This research uses qualitative methods with a descriptive approach to explore Omnichannel Marketing that Connects Consumer Experiences from Online to Offline. Data was collected through in-depth interviews with stakeholders, analysis of company documents, participant observation in the company environment, and focus groups with various stakeholders. Data analysis was carried out using a descriptive approach to describe the phenomenon of artificial intelligence in business modeling (Yulianah, 2022). This process involves identifying patterns of findings, verifying results by data triangulation, and interpreting findings by referring to the conceptual framework and relevant literature. The research results are presented narratively to provide a comprehensive picture, and the findings are discussed in the context of business and related literature. The research conclusion summarizes the main findings and implications of Omnichannel Marketing connecting Consumer Experiences from Online to Offline.

## **RESULTS AND DISCUSSION**

Omnichannel systems play a crucial role in connecting online and offline services, providing extraordinary convenience to customers in the shopping process. As a concrete example, customers can easily order products online and then choose to pick them up directly at the nearest physical store. Conversely, they can also review products in physical stores, then place orders and transactions online, allowing products to be delivered directly to their door.

Integration between the online and offline worlds not only provides additional convenience for customers, but also allows sellers to still physically interact with customers. This creates a holistic shopping experience, where customers can choose the channel that best suits their needs and preferences. It is important to note that this integration not only makes transactions easier, but also increases the security and convenience of making purchases.

Omnichannel marketing connects and integrates online and offline customer experiences in several significant ways:

### **1. Branding Consistency:**

Omnichannel marketing plays a critical role in ensuring consistency of brand messaging, aesthetics, and values across channels, forming a solid foundation for a company's identity. By designing an integrated strategy, companies can convey brand messages uniformly, no matter where customers interact with the brand. This creates a consistent and reliable experience, giving customers clarity and confidence in the values the brand stands for.

The importance of this consistency lies not only in the visual impression, but also encompasses the entire customer experience ecosystem. In other words, omnichannel marketing seeks to create a similar narrative flow from the beginning to the end of the customer journey, whether it is browsing a product online, transacting in a physical store, or engaging in a loyalty program. This way, customers can experience and identify the brand in the same way, without any significant differences between online and offline experiences.

The importance of this consistency goes beyond just a visual impression; this creates trust and comfort for customers in every interaction they have with the brand. By building a strong foundation through omnichannel marketing, companies can strengthen emotional bonds with customers and create sustainable relationships, reflecting a unified brand that feels unbounded by channel boundaries. Over time, this consistency becomes a key element in strengthening brand image and increasing customer loyalty, proving that a uniform experience plays a central role in omnichannel marketing success.

### **2. Customer Data Integration**

Integration of customer data from various channels is the main foundation for achieving a holistic understanding of customer preferences and behavior. By combining information gained from physical stores, websites, and mobile apps into one unified system, retailers can form a comprehensive picture of how customers interact with their brands. This is not just data collection, but a process that allows retailers to identify behavioral patterns, product preferences, and shopping channel preferences that evolve over time.

This holistic understanding provides a strategic advantage for retailers in developing more targeted marketing strategies. By knowing deeply about customer preferences, retailers can design more relevant and effective campaigns. For example, they can present more precise product recommendations, provide special offers according to customer preferences, and create a personalized and satisfying shopping experience.

Additionally, customer data integration also opens the door to implementing more sophisticated personalization strategies. Retailers can use artificial intelligence and predictive analytics to understand customers' individual needs, creating experiences tailored to each individual. Thus, data integration not only provides deep insights, but also helps retailers to execute marketing strategies that are more proactive and responsive to the ever-changing dynamics in customer preferences and behavior.

### 3. Cross-Channel Shopping Experience

Omnichannel marketing, by allowing customers to switch seamlessly between online and offline channels, creates a shopping experience that is flexible and adapts to the needs of modern customers. For example, customers can now browse product catalogs online from the comfort of their home, select the desired items, and decide to pick them up directly at the nearest physical store. Conversely, they can also find interesting products in physical stores and choose to make purchases online to have them delivered to their home addresses. This flexibility provides incredible convenience, freeing customers from geographic limitations and opening up more options to meet their shopping preferences.

In addition to providing flexibility, integration between online and offline channels significantly increases customer convenience. Customers are no longer tied to one particular way of shopping, but can choose the way that best suits their situation or personal preferences. In this way, omnichannel marketing gives customers the freedom to organize their shopping experience according to their own schedule and preferences. This creates a stronger connection between customers and brands, given that customers can choose and customize their shopping experience to suit their unique lifestyle and needs. As a result, omnichannel marketing not only changes the way customers shop, but also strengthens the connection between customers and brands in an era of ever-evolving business dynamics.

### 4. Personalization of Experience

By leveraging integrated customer data, omnichannel marketing opens the door to deeper personalization in the shopping experience. Data collected from multiple channels, including physical stores and online platforms, provides rich insights into customer preferences and behavior. With this understanding, retailers can offer product recommendations that are highly tailored to individual preferences, creating a more relevant and satisfying shopping experience.

This personalization is not limited to one shopping channel; customers can receive appropriate product recommendations whether they are in a physical store or browsing a website or mobile app. For example, the system can provide additional product recommendations based on a customer's purchase or browsing history, adding value to each interaction. Thus, omnichannel marketing provides an opportunity for retailers to shape unique shopping experiences tailored to customer preferences, not only increasing the likelihood of purchase, but also strengthening the emotional bond between customers and brands.

The personalization offered by omnichannel marketing is not just about recommending products; it also involves customizing services and promotions based on customers' individual needs and preferences. This creates a more personal and intimate shopping experience, strengthening customer loyalty and creating opportunities to interact more deeply with the brand. By streamlining the purchasing process and providing added value that customers want, omnichannel marketing becomes an effective tool in increasing customer retention and increasing overall satisfaction.

### 5. Continuous Customer Engagement

Omnichannel marketing allows for continuous customer engagement across multiple channels, creating a close and ever-evolving bond between brands and consumers. This integrated marketing strategy allows retailers to leverage loyalty programs that customers can access both online and offline. For example, customers can collect points or earn shopping

incentives that apply not only when they transact digitally, but also when shopping directly at physical stores.

In addition, omnichannel provides opportunities to invite customers to get involved in various events or promotions held on various channels. For example, customers may be invited to attend a product launch event in a physical store or take part in an exclusive promotion held online. This strategy creates a holistic and immersive customer experience, where they can feel brand engagement not only through digital services, but also through the direct interactions and physical experiences provided by physical stores.

Through a combination of loyalty programs and customer engagement across multiple channels, omnichannel marketing creates a mutually beneficial relationship between retailers and consumers. Retailers can understand customer preferences better, while customers feel valued and connected to the brand on a deeper level. This initiative brings benefits not only in increasing sales, but also in building consumer trust and loyalty, making omnichannel a strategy that is not only relevant, but also effective in the ever-changing marketing era.

#### 6. Payment Experience Integration

Integration of payment systems across channels is one of the key aspects of an omnichannel marketing strategy. By enabling customers to pay in the most convenient way, retailers create a seamless and unified transaction experience. In physical stores, customers can choose to pay by credit, debit card, or even using the increasingly popular digital wallets. This freedom gives customers the flexibility to choose a payment method that suits their preferences, creating much-appreciated convenience and increasing customer satisfaction.

Additionally, omnichannel payment integration ensures that the checkout process can be carried out in a uniform manner, no matter where the customer decides to shop. For example, if a customer selects a product online and decides to pick it up at a physical store, they can complete the payment digitally beforehand or pay directly at the physical store checkout. This creates seamless customer engagement and removes barriers that may arise in moving between shopping channels.

Omnichannel payment system integration is not just about providing choices to customers, but also providing benefits to retailers. By tracking customer transactions holistically, retailers can better understand customer checkout behavior, enabling them to optimize checkout strategies and better meet customer expectations. Continuous innovation in payment technology also allows retailers to maintain speed of adaptation to new trends and improve their operational efficiency. Therefore, omnichannel payment integration is not only a supporting element for customer convenience, but also an important pillar in achieving success and competitive advantage in a dynamic retail environment.

#### 7. Performance Analysis and Monitoring

Omnichannel marketing gives companies the unique ability to holistically analyze the performance of marketing campaigns and initiatives. By integrating data from multiple channels, retailers can track customer responses from every step of their journey, from online interactions to transactions in physical stores. This analysis allows companies to better understand how customers respond to various marketing strategies, including promotions, special offers and advertising campaigns. By engaging the entire omnichannel ecosystem, retailers can identify consumer trends, channel preferences and key moments in the purchasing journey.

With a deep understanding of campaign performance, retailers can optimize their marketing strategies to achieve the best results. For example, if data shows that customers respond better to special offers through online channels, retailers can allocate their marketing resources more effectively to those channels. On the other hand, if campaigns in physical stores generate a significant positive impact, retailers can strategize further to maximize the potential of offline channels. Omnichannel performance analysis is not just about measuring campaign success, but also provides valuable insights for retailers in designing marketing strategies that are more adaptive and responsive to changing customer needs and preferences.

With a data-focused approach and thorough analysis, retailers can improve their operational efficiency and gain a competitive advantage in an ever-changing marketplace.

Omnichannel marketing not only produces rich and relevant data, but also provides the tools to take appropriate action based on a deep understanding of customer behavior. This creates a continuous learning cycle, allowing retailers to continually optimize their marketing strategies over time.

### CONCLUSION

Omnichannel marketing is a holistic and integrated approach to designing customer experiences in the modern era. By connecting online and offline channels, companies are able to create continuity in customer interactions, from product browsing to payment, without significant friction. Integration of customer data enables a holistic understanding of customer preferences and behavior, opening up opportunities for personalization of the shopping experience. Flexibility in payment systems and comprehensive integration ensure customer convenience, while omnichannel performance analysis provides critical insights to optimize marketing strategies. Omnichannel marketing brings about a paradigm shift in the way retailers interact with customers, not just as online or offline consumers, but as individuals who can switch between channels freely. Loyalty programs, promotional events and customer engagement can engage customers across a spectrum of channels, creating strong and sustainable relationships. Overall, this approach not only creates a uniform and unified shopping experience, but also gives companies the ability to continually adapt to the dynamics of changing consumer behavior. In an era where consumers expect convenience, comfort and personalization, omnichannel marketing is a relevant and effective strategy in achieving business goals. Retailers who can assemble a responsive and adaptive omnichannel ecosystem will gain competitive advantage, strengthen customer relationships, and meet the challenges of an ever-evolving marketing world.

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