

Workshop

Omni-channel Communication



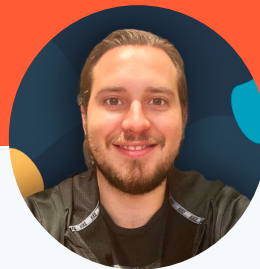
Meet the Speakers



Bryan Eng
(he/him)

Customer Success
Manager (CST)

GTM Enablement, cooking,
and golf!



Ariel Waldman
(he/him)

Associate Customer
Success Manager (CST)

Currently learning how to program
in SQL.

I love cooking and meal prepping

Today's Agenda

- 10 MIN** What is omni-channel communication?
- 05 MIN** Benefits of an Omni-channel strategy
- 25 MIN** How to implement an omni-channel campaign within Hubspot
- 10 MIN** Q&A

What is Omni-channel Communication?

"...Omni-channel, is a **lead nurturing** and **user engagement approach** in which a company gives access to their products, offers, and support services to customers or prospects on all channels, platforms, and devices."

HubSpot, 2022.



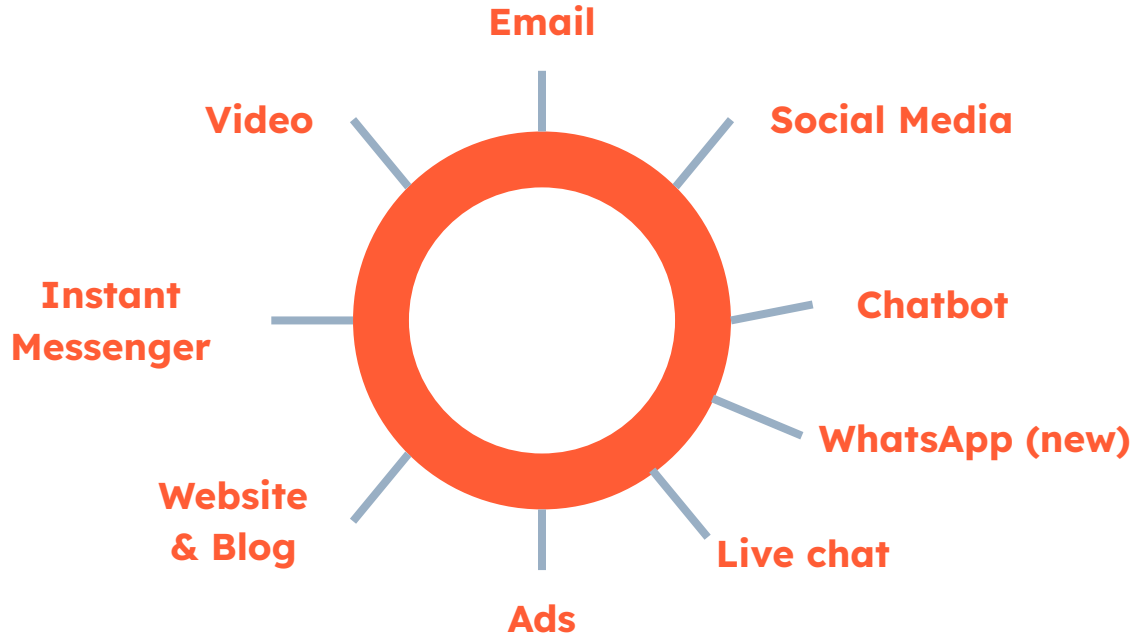
HubSpot research shows that **92%** of marketers leverage **more than one channel**, and **81%** leverage **more than three**.



Benefits of an Omni-channel strategy

- Greater reach
- Improved engagement
- Boosted customer satisfaction
- Increased profits

Channels available with HubSpot

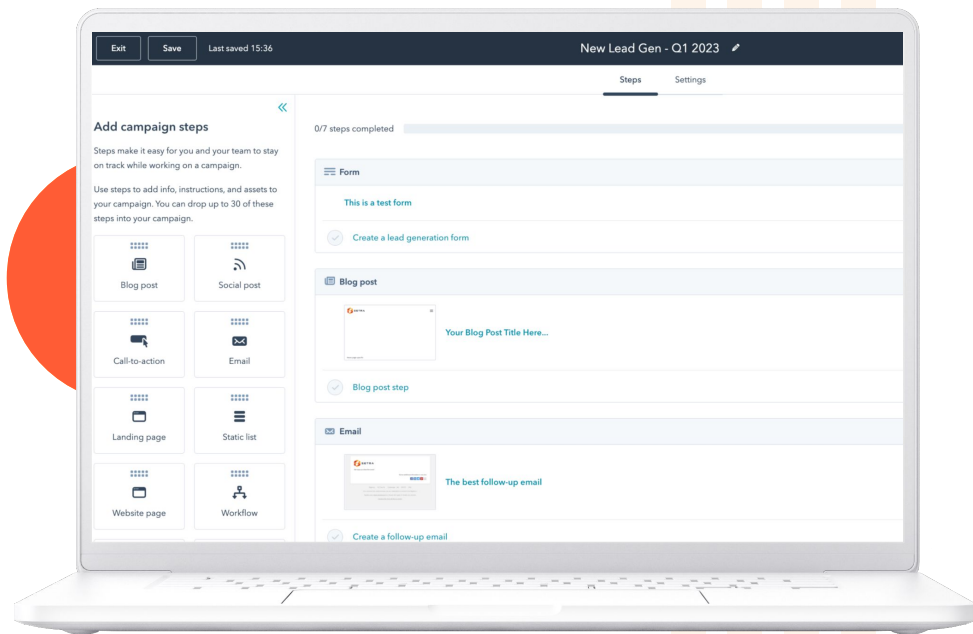


*via integrations

REMEMBER:
“...your customer
experience and brand
messaging needs to be
consistent across all
your channels.”



Campaigns

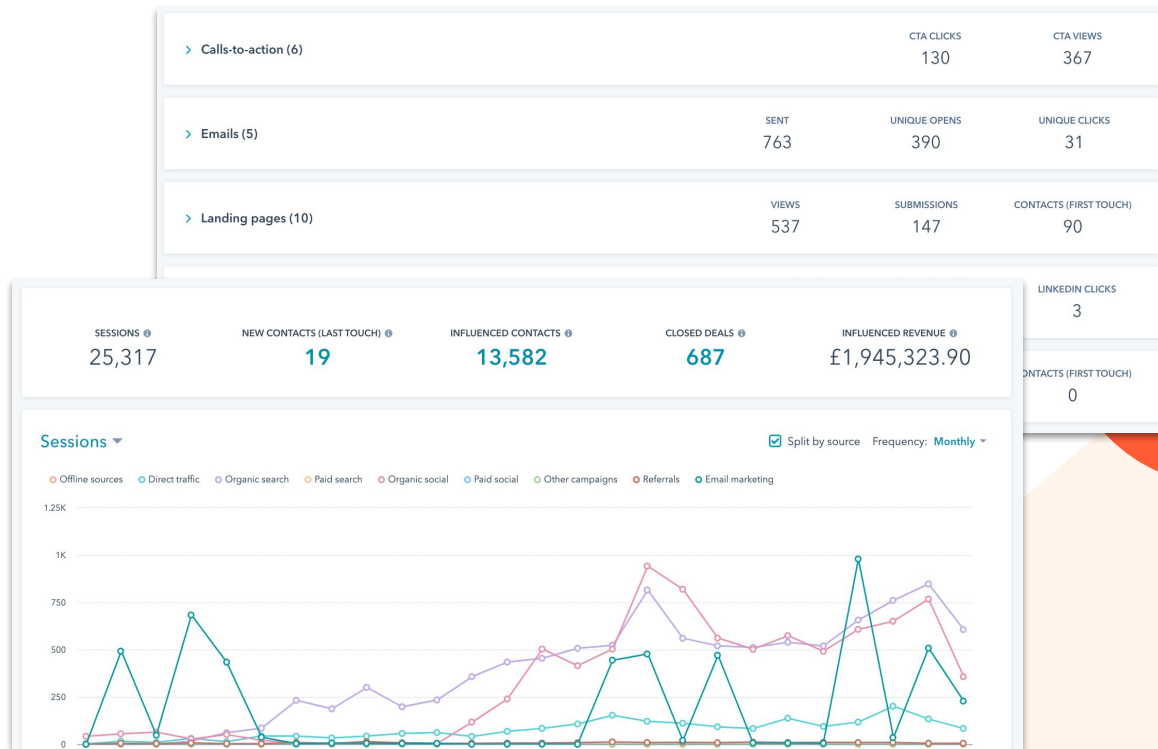


Omni-channel Communication: Campaigns

- Identify and tag all assets
- Create campaign-specific goals
- Schedule social posts
- Assign tasks
- Use as a checklist
- Collaborate with colleagues



Demo time



Q&A



Upcoming Scale Like a Pro topics

November 30	Account-Based Marketing
December 7	Advanced Reporting
December 14	Efficiencies

- Register for future Scale Like a Pro sessions:
<https://events.hubspot.com/scale-like-a-pro-series/>
- Wednesdays at 11:00 AM EST
- Keep an eye out for more topics coming in January and February

Next Steps

- Keep an eye out for a follow-up email with a link to the recording and slides from today's event.
- Partner with your CS resource at HubSpot to execute on your strategy
- Connect on LinkedIn
- Share your feedback!

- Blog: [What is Omni-Channel? 20 Top Omni-Channel Experience Examples](#)
- Blog: [Which Marketing Channels Will Brands Prioritize in 2022](#)
- Blog: [Running a Campaign in HubSpot](#) (HubSpot)
- Article: [Analyze your campaign performance](#) (HubSpot)
- Article: [Create and assign marketing tasks in the campaigns tool](#) (HubSpot)
- Article: [Add comments to your HubSpot assets](#) (HubSpot)
- Lesson: [Creating Smart Content in HubSpot](#) (HubSpot)



Thank you