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Guide to Multichannel Marketing

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Abstract

Guide to Multichannel Marketing provides an overview of how banks and credit unions can better integrate digital marketing tools as part of their marketing efforts. With this report, financial marketers will be able to reduce marketing costs while improving overall marketing effectiveness.

Marketers are facing a fragmented media landscape where the sheer number of channels available to the consumer has increased multifold. The banking consumer's greater reliance on digital devices and the arrival of less expensive and more effective digital marketing options has signaled the beginning of a shift in power from brand to consumer and is increasing the complexity of the communications process.

Financial marketing campaigns need to address consumers in all channels, if they are to really hit the target. But it's not a case of simply running the same creative in lots of different places. It's about identifying channel synergies – what influences the consumer and moves them through the customer journey from need to purchase to advocacy.

Guide to Multichannel Marketing provides an in-depth look at some of the tools available to banks and credit unions as they combine offline and online marketing. The overview of new digital channels and techniques, case studies and best practices is intended to help stimulate thinking beyond today's norms.

Companies Mentioned: CEB TowerGroup, Kantar Media, eMarketer, Celent, EIU,

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