



## OMNI CHANNEL MARKETING- AN OVERVIEW.

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### **Abstract**

*India ranks second in internet users globally, in recent years rapid digitalization surging mobile internet penetration and affordable data by 4G networks which provides speedy connectivity automation have resulted in sea change in life style affinity in purchase and consumption pattern by one chick purchase. Today's increasingly competitive retail world has given rise to a new phenomenon known as Omni channel marketing. This paper aims to advance the conceptual understanding of Omni channel marketing.*

### **Introduction**

Omni channel marketing is the use of online shopping platform for purchasing goods using mobiles and tablet. Customers are now focused on making online purchases based on the virtual presentation of products on social media platforms. Omni is the Latin word meaning 'All' or 'Universal', So Omni channel means 'All channels together'.

### **Omni channel marketing: Definition**

Omni channel marketing refers to the multichannel sales approach that provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, via phone, or in a brick-and-mortar store, and the experience will be seamless.

A new concept called Omni channel marketing was introduced to describe market environment where all channels both in online and offline are seamlessly integrated.

Omni channel marketing means to creating brands presence across multiple online – Website, app, social media, email, SMS, WhatsApp ,offline retail store and call centre channel for providing seamless experience.

Omni channel makes life easy for consumers to use platforms and shop online.

### **Multiple channel marketing vs Omni channel marketing**

Both multi-channel and Omni channel marketing use multiple channels to reach potential customers, these two strategies have very different approaches and goals.

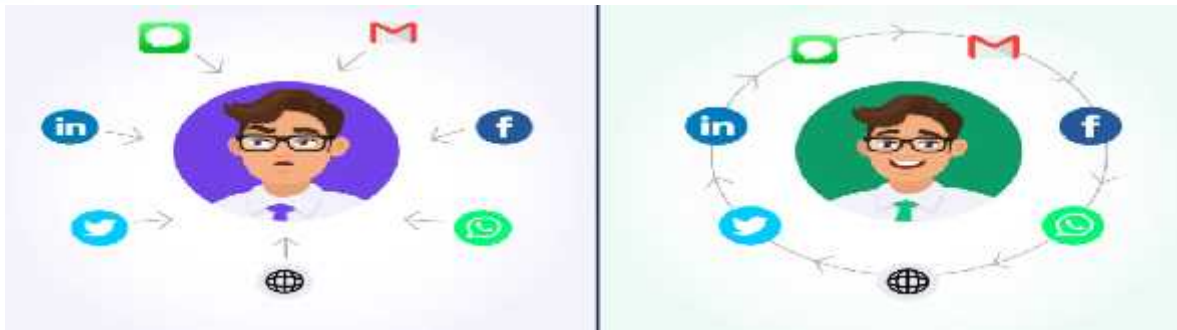


Figure 1 Multi-Channel Vs Omni Channel

Multi-channel marketing aims to widen a campaign's reach by broadcasting on the maximum number of channels. Most companies have a paid media strategy, social media strategy, email marketing strategy, and so on. The goal is to cast a wide net and reach potential customers wherever they are, keeping the brand top-of-mind.

All Omni channel campaigns use multiple channels, but not all multi-channel campaigns are Omni channel. Retailers can have engaging social media campaigns, popular blog content, and a stunning website — but if it doesn't all work together, it's not Omni channel.

Omni channel marketing unifies campaigns and messaging across channels to deliver a complete, consistent customer experience. Every touch point nudges them in the same direction.

### Why and how should retailers invest in Omni channel strategy?

As per International Telecommunication Union list internet users in India amounts to 734,820,000-About 54% Of Indian use internet. In India internet shoppers as a share of internet users was 11% in the year 2019, So Indians are rapidly getting used to ecommerce and Indians primarily use mobile devices to access the internet and shop online. Since Indian market is technologically developing there is much room for growth in Omni channel marketing. Retailers should go beyond Just the physical store. Every Retailer must develop its own unique Omni channel infrastructure.

### Tips to build Omni channel marketing:

1. Retailers should make their own websites which is mobile friendly, Retailers can approach best website Builders to optimize the store for mobile but also entire website.
2. Determine which channel the target customers are frequently using.
3. Map the customer's journey- On implementing the Omni channel campaign it is important to map out your customer's journey from one platform to the next. Each channel stand on its own, possibly lead to another channel and ultimately get customers to purchase

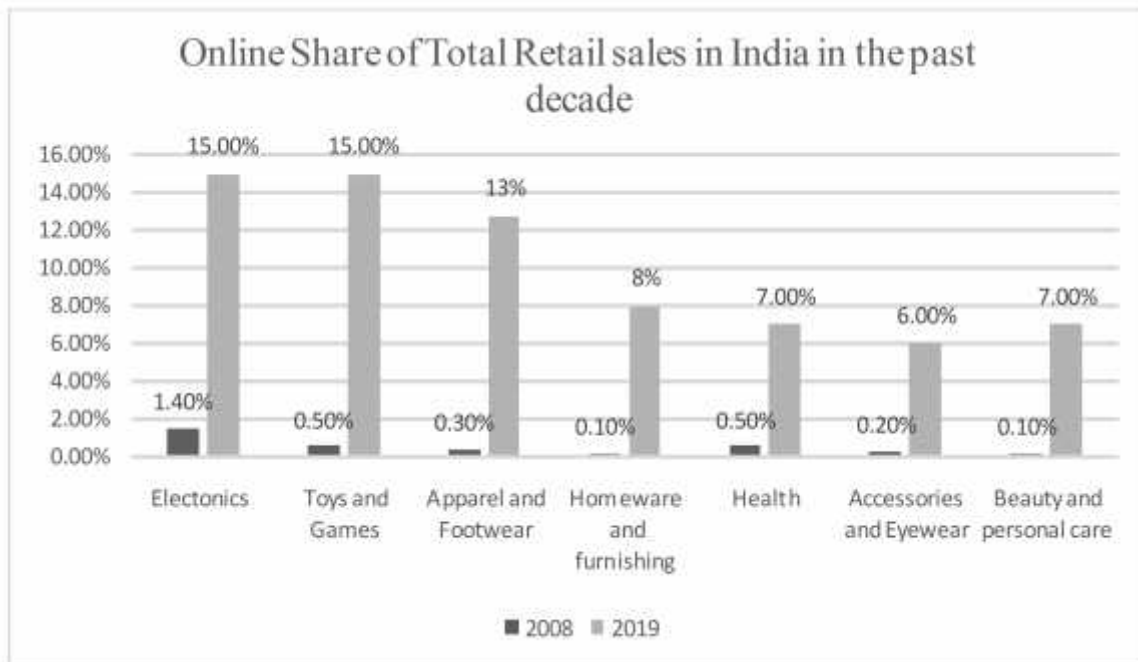


**(Figure 2) Changing potential customer into an Omni shopper.**

4. Use advantage of stoppable post- Shoppable post are now a new feature to give video advertising in popular channel- Instagram, Twitter, Facebook and YouTube.

By investing efforts and money into social media apps retailers can expect uplift in their sales

**Indian consumers faster shift to online sales.**



**(Figure 3) (Source: Retailer Association of India (RAI)).**



The future of Indian retails is likely to be shaped by- consumer shift, supply chain innovation and technology driven. So the retailers would need to adapt and rethink business models to win in the next decade.

### **Omni Channel Platforms in India**

#### **BoostMySale**

The company was established in 2015 with a vision to enable the ecommerce ecosystem by providing world class digital commerce solutions to retailers. Boost My Sale's Omni channel solution gives plenty of choices to shoppers in where and when to shop.

Boost My Sale transforms the retail business with a cloud-based Omni-channel commerce platform, helps to provide innovative, extraordinary shopping experiences to the customers across every touch point that makes one of the top retail solution company.

It has provided Omni channel Solution to 800 retailers in 33 countries, the retailers range from small and medium businesses.

#### **SnapDeal**

In February 2010, KunalBahl along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, With millions of users and more than 300,000 sellers, Snapdeal is the shopping destination for Internet users across the country, delivering to 6000+ cities and towns in India.

Snapdeal is a company operating an online marketplace for products such as mobile devices, electronics, apparel and accessories.

#### **India Mart**

India MartInter MEST Ltd is an Indian e-commerce company that provides B2B, B2C and customer to customer sales services via its web portal. It handles 97,000 product categories- ranging from machine parts, medical equipment and textile products to cranes, from thousands of towns and cities of India.

It offers wider marketplace with a range of 69 million product and 6.2 million suppliers.

The company's mission is '**to make doing business easy**'.

#### **Book My Show**

BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop-shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide entertainment experiences including music concerts, live performances, theatricals, sports, and more, all accomplished at par with global standards.

#### **1 mg:**

India's leading digital consumer healthcare platform.



They provide accurate, authoritative & trustworthy information on medicines and help people use their medicines effectively and safely.

They get medicines and other health products delivered at home in 1000+ cities across India from licensed and verified pharmacies.

It also provides diagnostic services from certified labs and online doctor consults at any time, from anywhere.

### **Tips to win at Omni channel marketing:**

1. Build up brand loyalty and service quality to win customer support
2. Unify the sales channels by centralised technology and control over stock, location and sales
3. Be honest and clear- Successful retailers display their sales condition in clear and visible format
4. Customer satisfaction and customer retention.

### **Conclusion**

Now a days Indian retails have two great paradigms the online and the offline sales, Offline sales remains 98% in our country, still the lion's share but online retail sales is about 2% of the total sales in India, so the Indian retailers grapple to create Omni channel strategy but According to a report by Retailers Association of India it is predicted that online retail in India will be equivalent to traditional retail in the coming decade. India is slated as the youngest country by 2020, 47 percent of the population of India is under the age of 25. The millennials want to buy and consume everything on their smart phones. Buyers in current India are technology savvy. Retailers who have an Omni channel are going to be the winner in the next decade.

The shift to Omni Channel commerce won't happen overnight. But, with proper planning and investment in right technologies, in an Omni channel strategy can secure the position as the retail and wholesale leaders of tomorrow. A retail company of any size can implement an Omni retail strategy.

Omni channel marketing strategy is a necessity for tomorrow's leading businesses.

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