

Panel Discussion | [Omnichannel Marketing] How to Embed Customer Centricity into 360 Marketing Campaigns & Omnichannel Experiences



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JAKARTA

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What is the main formula for omnichannel communication?

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1. The Relevancy of omnichannel to your organisation, brand & industry

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2. The Importance of omnichannel to your organisation's marketing strategy

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3. How to implement effective omnichannel experience in your marketing strategy?

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Boni - Takeaway:

Understand your audience, target them with key messages and offers through the most relevant and appropriate channels.

Aji - Takeaway:

Customer Journey Mapping on Belief Shift, and Omnichannel Framework cycle.

Yuanita - Takeaway:

A better understanding of your customer's journey leads to better seamless omnichannel marketing.

Aldila - Takeaway

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Q&A



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