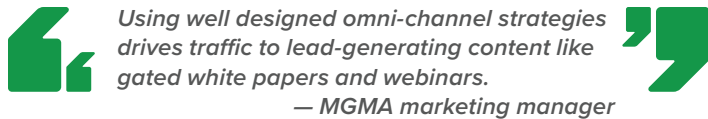


OMNI CHANNEL



DISCOVER OMNI-CHANNEL SUPERPOWERS TO OPTIMIZE CUSTOMER EXPERIENCE AND DRIVE LEAD GENERATION

In today's competitive business landscape, a successful **B2B marketing strategy** requires you to meet customers where they are. Not where we want them to be. Considering all the digital spaces where **healthcare professionals** hang out, this is no small challenge. Mobile technology, tablets and desktops give customers many choices when it comes to content consumption. That's why businesses must be a few steps ahead of the consumer. And the messaging must be on point. Here we share ideas about how to use omni-channel marketing to connect with customers in multiple places while providing clear consistent messaging.



Think of omni-channel like a wheel that includes social media, sponsored content, email, and web interactions to in-person meetings and events. *[Source: Oracle]* Each channel elicits a touchpoint or customer interaction which generates brand awareness and nurtures lead gen.

START WITH GOALS

Keep it simple and focus on **The Big 3 Goals** when targeting the healthcare industry.

1. Lead Generation
2. Web Traffic
3. Brand Awareness

The following summarizes key concepts to help businesses reach these three goals. MGMA works closely with members and vendors to create a user-friendly omni-channel strategy that brings successful results.

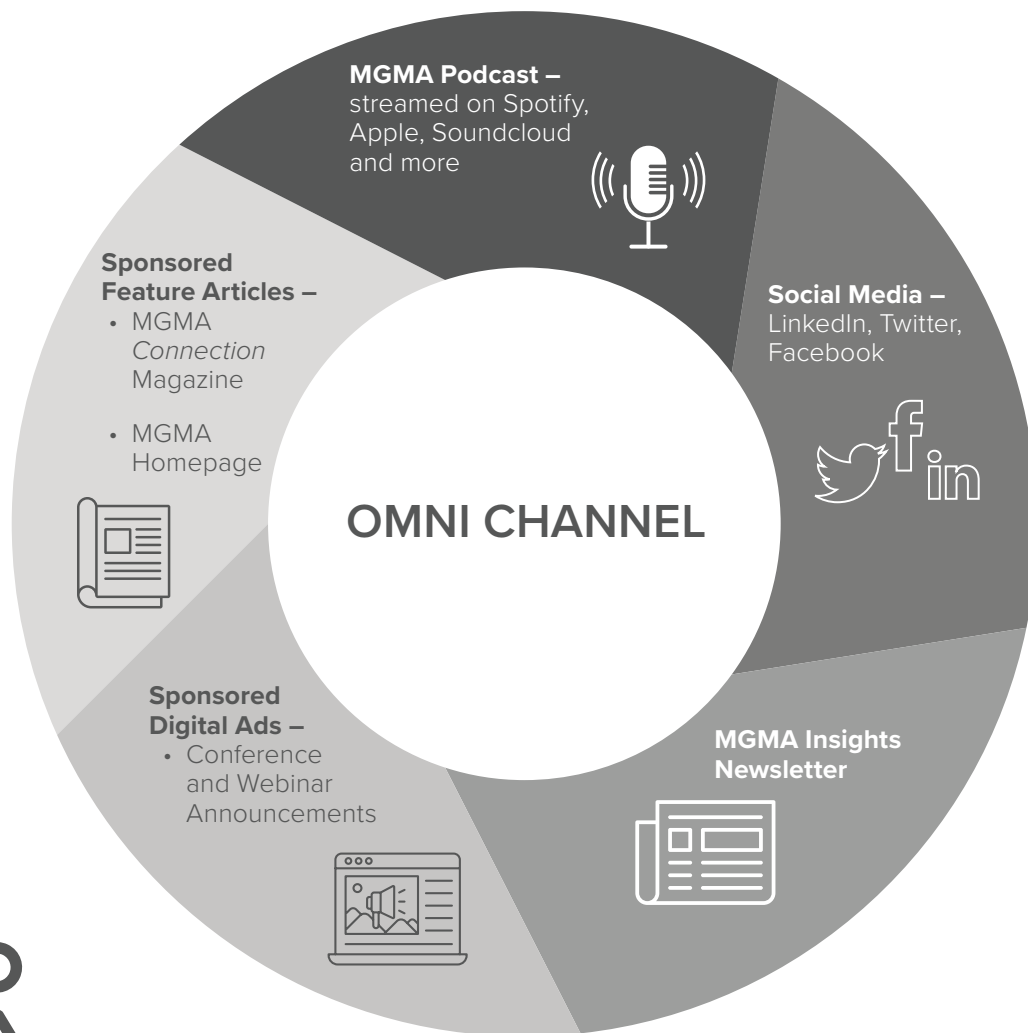
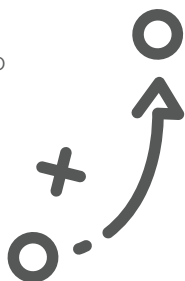
OMNI-CHANNEL CHARACTERISTICS

Content must provide a consistent customer experience across specified channels. Sometimes channels vary. Flexibility is key. This marketing approach adapts with customer needs and also offers unique interactive experiences. Think downloadable calculators or mobile apps like fitness and food trackers to heart health monitoring and meditation.

- Offer useful content and tools to build brand awareness, drive web traffic and stimulate user engagement.

Omni-channel relies on technology and people to coordinate this seamless user experience across all channels and digital devices.

- Build campaigns around consistent themes and messages to increase brand awareness.
- Integration across devices drives better web traffic and lead generation



OMNI-CHANNEL TACTICS TURN CHALLENGES INTO OPPORTUNITIES

Here we present a challenge and opportunity for you to solve. Consider how you might use the omni-channel superpowers list below to solve these top sales challenges.

CHALLENGE

Changing economic climate and its impact on sales

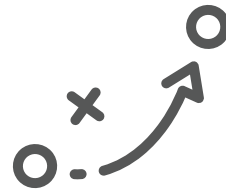
During economic fluctuations, the marketplace is riddled with more questions than answers. While healthcare suppliers and the providers themselves have different needs, both must anticipate the challenges ahead. This means creating solutions that protect revenues and minimize losses.

Top Sales Challenges

1. Connecting with decision-makers
2. Building trust and developing relationships
3. Using technology to personalize messaging with consistency
 - Email promotions, push notifications, sponsored content
4. Differentiating your products and services

[Source: Hubspot 2023 Sales Trends Report]

“ Integrating multiple touchpoints across different channels nurtures leads because it's convenient. Customers get to choose how and when to interact with your brand through these touchpoints. — MGMA marketing director **”**



OPPORTUNITY

Omni-channel Superpowers save the day

What makes omnichannel a powerful marketing strategy? Its ability to connect various content that provides a consistent **customer experience**. Examples: Email, landing pages, website, social media, sponsored articles that tie in consistent themes.

- Personalization through segmentation
 - Pinpoints customer by, specialty, title and years of experience
 - Business spotlights differentiate products and services
- Send specific content to target audience
- Relationship building at each touchpoint-builds brand awareness and lead generation
 - Customer receives email promo
 - Visits the website or landing page
 - Makes phone call or requests demo
 - Buys product or **requests information**
- Technology that connects you with customers
 - QR Codes integrated with landing pages
 - Contact information forms
- Adapt and improve customer experience
 - Track customer data at each touchpoint
 - Surveys or social media feedback
- Continuous improvement
- Reputation management

LET'S TALK TOUCHPOINTS

Q: How many touchpoints? How many channels?

A: Marketing experts report that consumers have an average of **six touchpoints** across multiple devices. When businesses use at least **three channels**, they can fetch engagement rates at nearly 19 percent on average. The purchase rate with **three channels** was nearly 8 percent, compared to 5.5 percent with one channel.

Designing a consistent customer experience across the channels is critical for campaign success.

[Source: Forbes article citing a [2019 Omnisend](#) survey and [Oracle](#)]



5

TIPS FOR BUILDING BETTER TOUCHPOINTS

To maximize omni-channel effectiveness, start researching your current customer types. Information gathering informs messaging that resonates best with the target audience.

Define which customer information to collect

Understand customer goals and challenges, likes and dislikes

Know which devices they use (mobile phones, (Android vs iPhone) tablets, laptops, desktops, browser preferences)

- Optimize content by device and browser

Content preferences – sponsored articles, newsletters, blogs, how-to videos, white papers, case studies, product comparison tip sheets

Know which conversations spark customer interest on social media *[Forbes]*

If this sounds like a lot of information to digest, we understand. Rapidly advancing technology requires ongoing research and testing to help business leaders make informed decisions. If you already work with MGMA, you probably know how much insight we share with members and customers. We do this because we care about your success.



HERE TO HELP

Our MGMA content team helps **you** build effective **omni-channel strategies** based on our extensive knowledge of the medical practice management audience. Let us help you select topics, position content and customize messaging that reaches your audience.

“ *Customer data demonstrates that vendors who take advantage of our content team perform far better compared to vendors that work independently.* **”**
— MGMA marketing manager.

Intrigued by all the possibilities that omni-channel offers? Let us show you how it can help your business reach new customers and new horizons in healthcare.

LEARN MORE

