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Starbucks Done Successfully with Omnichannel Marketing

Marketing for businesses must be more than just a logo on a website or a billboard in Times Square. It's about creating a consistent experience across all channels and platforms, from the moment someone enters your store to when they leave it.

One of the most effective marketing strategies is omnichannel marketing.

Omnichannel marketing integrates digital and physical channels to drive customer engagement, loyalty and revenue.

Having multiple touchpoints in the marketing funnel allows you to reach customers where they are and keep them engaged with your brand through every stage of their buying journey. This results in more significant sales, increased conversion rates and higher lifetime value.

One particular brand that is successful at omnichannel marketing is Starbucks. The company has built a multi-channel presence that extends beyond its stores into mobile apps, social media and email campaigns.

So what can we learn from Starbucks when it comes to omnichannel marketing?

Reward Customer Loyalty

Customer loyalty is crucial for any business. When people feel like they have been rewarded for their past purchases, they will continue to come back.

Starbucks rewards its loyal customers by offering various benefits such as membership cards, discounts and special promotions. These perks help to build trust and encourage repeat visits.

In addition to these benefits, Starbucks also offers free Wi-Fi, power outlets and charging stations in each of its locations. This helps make the overall dining experience easier and more convenient for customers.

It is important to note that not everyone who shops at Starbucks is a member of their reward program. However, those who do belong to a program benefit from additional perks.

For example, members receive 10% off their beverage order if they pay thru the Starbucks member card.

Provide Add-Ons While On The Shop

As mentioned earlier, they provide Wi-Fi networks throughout their stores, but unlike other cafes, Starbucks Wi-Fi is gated, meaning only paying customers can access it.

The reason behind this is simple: coffee drinkers are willing to spend money on their drinks, so why would they want to waste time browsing the Internet while waiting for their latte to brew?

This approach makes sense because it encourages customers to stay longer within the shop, which means more opportunities to sell their range of coffees and food while browsing the Internet.

They also take advantage of email marketing, making it easy for their customers to opt into their newsletter. In their newsletter, they would share news about new products, events and promotions.

Promoting their products via email is one way Starbucks keeps their customers up to date with what's going on in their stores. Plus, the gated Wi-Fi would encourage customers to buy more coffee or food to keep using the free Wi-Fi within the Starbucks premises.

Utilize eCommerce Channels

Online shopping has become increasingly popular among consumers.

However, many retailers still don't offer a seamless shopping experience across different channels. They often create separate websites for desktop and mobile devices, making it difficult for shoppers to complete transactions.

Starbucks takes advantage of eCommerce by integrating its website with its store app. For example, customers can buy coffees or food items using their phones and top up their card through the app.



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Omnichannel marketing is about creating a consistent experience across all channels. It requires businesses to rethink how they operate and interact with customers.

Omnichannel marketing is becoming increasingly important as consumers demand convenience and ease of use. By combining traditional offline marketing strategies with innovative digital ones, businesses can gain a competitive edge over their competitors.

Starbucks has done well at implementing omnichannel strategies. Their success is primarily due to their focus on rewarding customers and providing them with a seamless shopping experience.

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