

Be Channel Smart with Multi-Channel Communications

A [multi-channel communications](#) strategy relies on the effective use of data. Customer information and the insight gained from it through good data management feeds your communications channels to inform each and every customer interaction. Our earlier blogs in this series have explored [why multi-channel communication is important](#) and [the critical role of data](#).

In this blog, we look at **the role and importance of the various channels**.

There are now more ways than ever for your customers and potential customers to get information about your business. This means, of course that they're getting lots of information about your competitors too. They're more likely to engage with your business if they like what you say, and where and how you say it.

The role and importance of the communications channels:

Direct mail

Many think it's fallen out of favour, but not so. People take printed material seriously – 79% react to it immediately and two-thirds keep it for future reference. It has a role to play as part of the complete multi-channel communications mix – the online behaviour of mail recipients is influenced by it with 67% of people referring to mail when searching for something online.

Email

It's such a versatile channel. Links to online ways to buy provide a convenient way to channel recipients to your products and services. It's also a great way to keep in touch with customers with 90% subscribing to emails from trusted brands. And it provides a useful feedback channel.

Telemarketing

An oldie but a goodie! It puts you in direct contact with your customers and prospects and provides instant valuable feedback. It's also measurable and elicits a direct response. With 90% of marketing managers thinking it's effective for lead nurturing, it's likely to stay in the mix for some time to come.

SMS and mobile

It's quick and effective. People have their phones with them and they look at them a lot; in fact 97% of people read a text within 15 minutes and 45% of SMS receive a positive response.

Content marketing

As a way of increasing engagement, it's gaining in popularity. Fresh, regular up to date content on your website encourages visitor return. 82% of business to business (B2B) marketers use content marketing to engage customers and prospects and 55% see it as a way of driving sales.

Social media

There are so many ways for businesses to engage through social media that it's essential in this day and age for brand awareness. Such is its impact, that 92% of marketers say social media has generated more exposure for their business; meanwhile small and medium B2B companies with 50 or more Twitter followers generate twice as many online leads.

In our concluding blog we'll explore multi-channel communications tools and planning. But you don't have to wait until then, you can find out more in guide [Smart Ways to Manage Multi-Channel Communications](#) which you can download at www.neopost.co.uk/mccguide