



Thrive in 2025: The Future of Digital Marketing

+ Omnichannel Marketing

Omnichannel marketing is a seamless and integrated customer experience across multiple platforms and touchpoints. It ensures customers have consistent messaging, regardless of where they interact with your brand.

Strategically map it out and make sure all departments are on the same page and cohesive throughout!





Omnichannel: Why It Matters

- Customers use multiple devices and channels daily (mobile, desktop, social media, email, etc.).
- Companies with strong omnichannel strategies retain 89% of their customers, compared to 33% for those with weak strategies.
- Consumers expect personalized and cohesive experiences across platforms.





Omnichannel: Key Benefits

1. Improved Customer Experience: Customers enjoy a cohesive journey regardless of the channel.
2. Increased Engagement: Higher interaction rates due to familiarity and consistency.
3. Better ROI: Unified efforts result in greater returns on marketing investments.



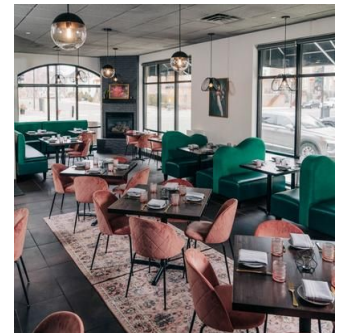
+ Omnichannel: Examples

Local Boutique Store

- A boutique clothing store uses Instagram to showcase new arrivals and offers exclusive discounts to followers.
- Customers can shop directly through an Instagram Shop or the business's website, then choose in-store pickup.
- Email campaigns remind customers of abandoned carts, upcoming sales, or special events hosted in-store.

Small Family-Owned Restaurant

- The restaurant updates its Google Business profile with the latest menu and photos, posts daily specials on Facebook, and accepts online reservations via Yelp.
- Guests receive text confirmations for reservations and follow-up emails encouraging reviews.
- Social media is used to highlight customer photos, building engagement and loyalty.



+ Omnichannel: Examples

Small Digital Marketing Agency

- The agency generates leads through webinars promoted via LinkedIn and email.
- After the event, attendees receive follow-up emails with exclusive offers for strategy consultations.
- Social media posts share webinar highlights and encourage others to watch the on-demand version.

Local HR Consulting Firm

- The firm uses a mix of channels to engage prospective clients:
 - A blog addressing workplace challenges (e.g., employee retention).
 - Email newsletters sharing industry insights and promoting free consultation offers.
- They leverage in-person networking events to connect with decision-makers and use QR codes at events to capture leads, driving them to a landing page for further engagement.

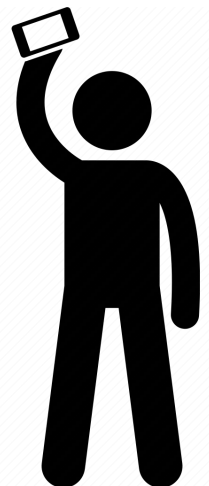


+ Influencer Partnerships

Influencer partnerships involve collaborating with individuals who have a dedicated following in a specific niche. These influencers can help promote your brand authentically to their audience on **ANY** platform.

- Influencers are trusted voices in their communities; 61% of consumers trust influencer recommendations over brand ads.
- Micro-influencers are particularly effective for small businesses & niche markets.
- B2B influencers are gaining traction, especially on LinkedIn, by sharing thought leadership and promoting services.

Micro Influencers: significant but not massive following, and often specializing in a niche area, making their recommendations feel more authentic and relatable to their audience compared to larger influencers with millions of followers





Influencer Partnerships: Key Benefits



1. **Increased Reach:** Gain access to a wider audience that aligns with your target market.
2. **Authenticity:** Influencers can humanize your brand and build trust.
3. **Cost-Effective:** Micro-influencers offer a high ROI compared to traditional advertising.





Influencer Partnerships: Campaign



1. Define Your Goals and KPIs

- a. Determine what success looks like: Brand awareness, lead generation, website traffic, or sales.
- b. Example: “Increase social media followers by 15% in three months.”

2. Identify the Right Influencers

- a. Look for influencers whose audience aligns with your target demographic.
- b. Micro-influencers (1K–100K followers) often have better engagement rates than larger influencers.
- c. Platforms like LinkedIn are great for B2B collaborations, while Instagram, TikTok, and YouTube excel in B2C.

3. Collaborate on Authentic Content

- a. Encourage influencers to use their unique style and voice while staying aligned with your brand.
- b. Examples of content: Tutorials, unboxings, testimonials, or live Q&A sessions.

4. Provide Clear Guidelines

- a. Share brand guidelines, key messages, and campaign objectives to ensure consistency.
- b. Allow creative freedom to maintain authenticity.

5. Track Performance and Optimize

- a. Monitor key metrics like engagement rates, clicks, and conversions.
- b. Use affiliate links, promo codes, or UTM parameters to measure the campaign’s impact.
- c. Adjust strategies based on what works.



Impact of AI on SEO: Google Algorithm



Search Behavior

- More conversational
- More context behind searches
- Longer and more in depth searches (Voice & Text)
- Expectations rising

Website Readability

- Continue to rank well with “Classic SEO”
- Technical SEO
 - Schema Markup & Structured Data
 - Page Speed & Mobile Optimization
 - Sitemap



Impact of AI on SEO: Content Creation



Content Ideas

- Create ideas for content: FAQs, Longer Searches, etc
- Keyword research: long tailed keywords
- Content Optimization: Format, layout, etc
- Direct and Indirect content

Do's & Don'ts

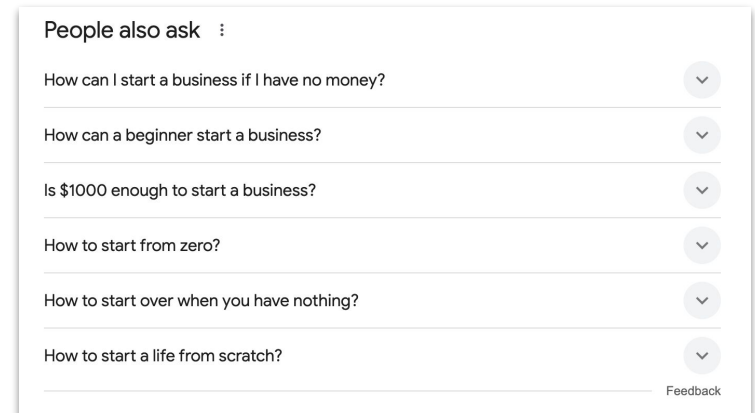
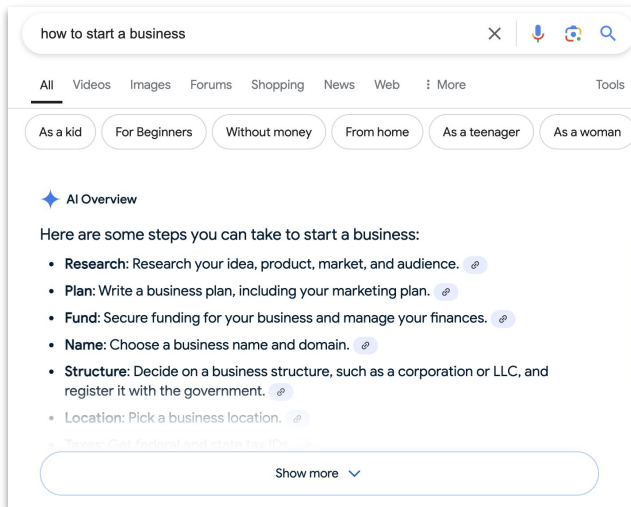
- **DON'T** use 100% AI generated content
- **DO** proofread and review anything edited or created by AI
- **DO** mix human skill/knowledge with AI technology
 - You are the product/service expert
 - AI is an efficiency tool (not solution)
- **DO** understand the privacy ramifications of AI



Impact of AI on SEO: Content Creation

Google's Helpful Content Update

- Algorithm update aiming to improve quality of relevance of search results specifically rewarding helpful content and penalizing unhelpful content.



+ Thank You & Questions?

Ben Theis
Skol Marketing

btheis@skolmarketing.com

612-787-SKOL (7565)

