

THE EVOLUTION OF MARKETING COMMUNICATION: AN OMNICHANNEL APPROACH IN THE DIGITALIZATION

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Abstract. This article explores the transformative changes in marketing communications strategies brought about by digital advancements. The author examines how companies have shifted from traditional marketing methods to a more integrated omnichannel approach that seamlessly connects various digital and physical touchpoints. The article highlights the importance of understanding consumer behavior in the digital environment, highlighting how personalized experiences and real-time interactions are essential to building brand loyalty. It also examines the challenges companies face in implementing effective omnichannel strategies and provides insights into best practices for using technology to improve communications and increase customer engagement. Overall, the article serves as a resource for marketers seeking to navigate the complexities of digitalization in their communications efforts.

Keywords: marketing, omnichannel approach, marketing communication, digitalization.

Adnotare. Articolul analizează schimbările transformatoare în strategiile de comunicare de marketing cauzate de progresele digitale. Autorul explorează cum companiile au trecut de la metodele tradiționale de marketing la o abordare omnicanal mai integrată, care leagă fără probleme diferitele puncte de contact digitale și fizice. Articolul subliniază importanța înțelegerii comportamentului consumatorilor în mediul digital, evidențiind cât de importante sunt experiențele personalizate și interacțiunile în timp real pentru formarea loialității față de brand. De asemenea, sunt discutate problemele cu care se confruntă companiile în implementarea strategiilor multicanal eficiente și se oferă perspective asupra celor mai bune practici în utilizarea tehnologiei pentru îmbunătățirea comunicării și creșterea implicării clienților. În general, articolul servește ca o sursă de informații pentru marketerii care doresc să navigheze complexitățile digitalizării în eforturile lor de comunicare.

Cuvinte-cheie: marketing, abordare omnicanal, comunicare de marketing, digitalizare.

Introduction

The rapid digitalization of consumer behavior has changed the marketing landscape, forcing companies to adopt more integrated and technology-enabled strategies to remain competitive. This article focuses on implementing omnichannel strategies using digital technologies, emphasizing the need for a seamless customer experience across multiple touchpoints. The main objective of the article is to present an algorithm for integrating digital tools into omnichannel strategies, from analyzing customer data to evaluating campaign performance.

By examining existing approaches, the author has obtained key findings that highlight the importance of customer segmentation, real-time personalization, and the use of artificial intelligence to automate interactions. The article also identifies key challenges that companies face, such as data integration and synchronization of platforms to ensure consistent communication. In addressing these challenges, the author offers recommendations, including the selection of appropriate interactive platforms and the use of artificial intelligence to improve automation. This study provides insights on how companies can improve customer engagement and brand loyalty using digital methodologies.

From traditional marketing to an omnichannel approach

Marketing has seen a significant transformation in recent decades, driven by advances in technology and changing consumer behavior. Traditional marketing methods such as television, radio, and print advertising are gradually giving way to more integrated and effective omnichannel approaches. These new strategies allow companies to create seamless connections across multiple digital and physical touchpoints, delivering an improved experience for consumers. The author examines the process of transition from traditional marketing to an omnichannel approach to

communicating with audiences, as well as the factors that are driving this transformation.

Traditional marketing methods were largely based on one-way communication with consumers. Television and print advertising campaigns often did not provide opportunities for interaction, and the messages delivered to audiences were generic and often did not take into account individual consumer preferences. This approach also had its limitations in measuring effectiveness: companies could not track consumer reactions to advertising materials in real time.

Table 1. Comparative characteristics of traditional and modern marketing methods

Criteria	Traditional marketing methods	Omnichannel marketing methods
Methods of interaction	One-way communication (advertisements, printed materials)	Multi-faceted, complex communication (social media, email, mobile apps)
Evaluation of effectiveness	Limited measurement capabilities (ratings, coverage)	Real-time data analysis, tracking interactions and responses
Personalization	Limited or no personalization	High degree of personalization based on data analysis and customer preferences
Audience	Wide and unregulated (mass markets)	Target segments based on data analysis and consumer behavior
Reaction speed	Slow response to changes in demand	Rapid adaptation and response to changes in consumer preferences
Channels	Restricted channels (TV, radio, print)	Diversity of channels (online and offline) with the possibility of integration
Content	Standard content for a wide audience	Adapted content that takes into account individual interests and preferences of customers

This table clearly demonstrates the key differences between traditional and modern omnichannel marketing methods. Traditional approaches are characterized by one-way communication and limited opportunities for personalization and performance measurement. In contrast, omnichannel methods offer two-way or multi-way complex communication, a high level of personalization and the ability to truly analyze data in real time [5]. This allows companies to respond more quickly to changes in consumer behavior and use a variety of channels to reach their audience. Thus, the transition to an omnichannel approach is an important step in the evolution of marketing, ensuring more effective interaction with customers and a deeper understanding of their needs.

With the development of the Internet and mobile technologies, companies have begun to realize the need to adapt their strategies. An omnichannel approach involves using multiple communication channels, such as social networks, email newsletters, mobile applications, and physical stores, to create a single user experience [3]. The very concept of “omnichannel” (from English “omnichannel”) means all-channel, or using absolutely all methods of communication between the brand and the client [2]. This allows companies not only to provide access to products and services through various channels, but also to create a personalized approach to each client. Omnichannel is, first of all, the consistency of all communication channels and influence on the consumer. Omnichannel allows you to control every step of your client, which is very important for every business.

The figure clearly demonstrates the key differences between traditional, multichannel, and omnichannel approaches to marketing communications. Traditional marketing focuses on one-way communication through a limited number of channels, such as television, radio, and print, which limits the ability to engage with customers and personalize messages.



Fig. 1. Differences between traditional, multichannel and omnichannel marketing communications

Multichannel marketing expands this concept to include more channels to communicate with consumers, such as email, social media, and physical stores. While interactions become more flexible, each channel operates primarily in isolation, which can lead to inconsistencies in messaging and customer experiences.

In contrast, omnichannel marketing integrates all channels into a single, coherent strategy, delivering seamless engagement and a high degree of personalization. Customers can easily switch between different touchpoints while receiving a unified experience regardless of the channel. This creates a deeper connection with the brand and helps build consumer loyalty.

A key aspect of successful omnichannel marketing is a deep understanding of consumer behavior [4]. With the help of data analysis and technology, companies can identify the preferences and needs of their audience. Personalized experiences created based on the collected data become an important tool for building brand loyalty. Real-time interaction, which allows responding to customer requests instantly, enhances this interaction.

Table 2. Factors influencing consumer loyalty in an omnichannel approach

Factors	Characteristic	Impact on consumer loyalty
Quality of service	Level of support, speed of problem solving, professionalism of staff.	High quality service builds trust and satisfaction, which increases loyalty.
Personalization	Personalized offers and recommendations based on data analysis.	Personalized experiences make customers more committed to the brand and encourage repeat purchases.
Availability	Ease of access to products and services through various channels	Convenience and accessibility of services strengthen loyalty, as customers prefer brands that provide a comfortable shopping experience.
Message consistency	A unified and consistent message across all communication channels.	Consistency creates a sense of reliability and professionalism, which increases customer loyalty.
Customer experience	Overall assessment of brand interactions across all touchpoints.	A positive customer experience builds brand loyalty and brand recommendation to others.
Brand Responsibility	Openness and transparency of the company, willingness to respond to feedback.	Companies that actively respond to customer needs and feedback build trust and loyalty.
Innovations	Using new technologies and approaches to improve interaction.	Continuous innovation shows customers that the brand cares about its development and their needs, which can increase loyalty.

The table below highlights the key factors that influence customer loyalty in an omnichannel approach and their importance in building strong customer relationships. Service quality and personalization remain the key drivers of customer satisfaction, helping to strengthen their brand loyalty. Accessibility and consistency of messages play a key role in creating a positive customer experience, which also directly impacts loyalty.

Despite the clear benefits of an omnichannel approach, companies face a number of challenges when implementing it. Key challenges include difficulties in integrating different channels, lack of necessary data for analysis, and the need to train employees in new ways of working. In addition, companies must ensure that their messages remain consistent across all platforms.

An important part of an omnichannel approach is the use of modern technologies to improve the effectiveness of communication and customer engagement. Customer relationship management (CRM) systems, marketing automation platforms, and analytics tools allow companies to integrate data and optimize their marketing strategies [6]. The implementation of technology helps to create deeper and more meaningful interactions with customers.

Understanding consumer behavior in the digital age

Today, consumers expect personalized experiences with brands. Personalization is the use of customer data to create a unique offer that matches their needs and preferences. According to research, personalized offers significantly increase the likelihood of customers purchasing and engaging with them again. For example, companies using personalized email campaigns report 29% higher open rates and 41% higher conversion rates compared to generic email campaigns [1].

Real-time interactions also play a major role in building consumer loyalty. Today’s customers expect instant responses to their requests and actions. Interactive platforms such as chatbots and social media allow companies to connect with customers and respond to their questions immediately. This not only improves the customer experience, but also demonstrates to customers that their opinions and needs matter.

Despite the obvious benefits of understanding consumer behavior, companies face several challenges in implementing effective omnichannel strategies. One of the main challenges is the need to integrate different channels. Each channel can have its own unique characteristics, and creating a unified strategy that takes these differences into account is a complex task.

Table 3. Main problems of implementing omnichannel strategies

Problems	Description	Solutions
Lack of channel integration	Different channels operate independently of each other.	Using CRM systems for integration
Lack of data for analysis	Lack of quality data on consumer behavior	Implementation of analytics tools
Difficulties with personalization	Difficulties in creating customized offers	Using machine learning algorithms
Lack of employee training	Employees are not prepared to work with new technologies	Conducting regular trainings

In the context of digitalization, understanding consumer behavior is becoming the basis for developing effective marketing strategies. Personalized experiences and real-time interactions play a key role in increasing customer loyalty. However, companies face a number of challenges, such as channel integration and lack of data, which need to be addressed to successfully implement omnichannel strategies. By focusing on these aspects, organizations can significantly improve customer engagement and strengthen their brand loyalty. Modern technologies play a key role in implementing effective omnichannel strategies, allowing companies to integrate their customer interaction channels and provide unique user experiences. Understanding and using technology to improve communication and increase customer engagement are becoming essential to achieving competitive advantages in the rapidly changing digital environment.

Algorithm for implementing digital methods in the context of omnichannel marketing

The author proposes an algorithm for implementing digital methods to improve omnichannel interaction with customers. Modern companies have access to a huge amount of data about their customers. Using big data analytics allows not only to segment the audience, but also to predict customer behavior, as well as adapt marketing strategies to their needs.

Table 4. Algorithm for implementing technologies in omnichannel strategies

Step	Action	Tools/Technologies	Outcome
1. Customer data analysis	Collect and analyze customer data from various touchpoints (online and offline).	Data Analytics, Big Data Tools	Insights into customer behavior, preferences, and patterns.
2. Audience segmentation	Divide the customer base into segments based on demographics, behavior, and interaction data.	CRM, Data Segmentation Tools	Targeted approach for each customer group.
3. Personalized offer creation	Develop customized marketing offers and content tailored to each segment.	Personalization Engines, AI/ML	Increased engagement and relevance of marketing messages.
4. Interactive platform selection	Choose appropriate communication platforms (e.g., email, social media, apps) for each customer segment.	Omnichannel Marketing Platforms, Social Media Tools	Efficient customer engagement across multiple channels.
5. CRM integration	Integrate data from different platforms into a centralized CRM system for better management.	CRM Systems (e.g., Salesforce, HubSpot)	Unified customer data and streamlined communication across channels.
6. AI-driven automation	Implement AI to automate responses, personalized recommendations, and communication flows.	AI Chatbots, Predictive Analytics, Automation Tools	Increased efficiency and real-time interaction with customers.
7. Performance evaluation and feedback	Assess the effectiveness of the omnichannel strategy and gather customer feedback for continuous improvement.	Performance Metrics, Customer Feedback Systems	Improved strategy based on data-driven insights and customer satisfaction.

This table outlines the stages of implementing technology into omnichannel strategies, ensuring an integrated, data-driven approach that enhances customer engagement and experience across all platforms.

Interactive platforms such as chatbots and mobile apps are becoming important tools for improving customer communication. Chatbots can provide 24/7 support, answering user questions and providing real-time product information. Mobile apps can be used to create loyalty programs, offering personalized rewards and discounts based on shopping habits.

Integrating omnichannel strategies with customer relationship management (CRM) systems allows companies to collect and analyze customer interaction data across all channels. This helps not only improve communication but also increase personalization, as companies can track and analyze customer purchase history, preferences, and feedback.

The use of **artificial intelligence** can significantly improve customer communication and

engagement processes. For example, AI-powered recommendation systems can suggest products that best suit a customer's interests and needs based on their previous behavior. AI can also analyze customer data and automate processes, improving the efficiency of interactions.

Conclusions

The shift from traditional marketing to an omnichannel approach represents a significant step in the evolution of marketing strategies. Companies that successfully adapt their methods to the new conditions will have the opportunity to significantly increase customer engagement and brand loyalty. Despite the existing challenges of implementing an omnichannel approach, the competent use of technology and a deep understanding of consumer behavior are becoming key factors for achieving success with this approach in today's competitive landscape. Implementing effective omnichannel strategies using technology is critical to increasing customer engagement and improving communication. The use of big data analytics, interactive platforms, integration with CRM systems, and artificial intelligence allows companies to create unique user experiences that contribute to the formation of brand loyalty. The innovative approaches and technologies mentioned in this section provide organizations with the tools to successfully implement omnichannel strategies in today's market conditions.

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