

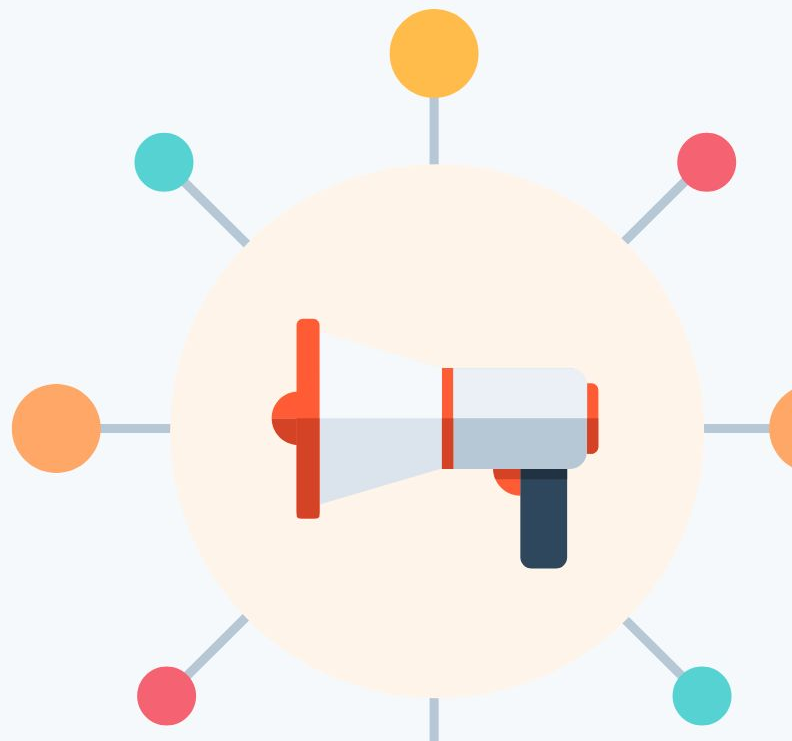


**NOVEMBER 12, 2024**

# **Omnichannel Messaging Masterclass**

**Creating a seamless experience  
across email, SMS, and social**

**HubSpot**



# Welcome



Your audio and video will be disabled throughout

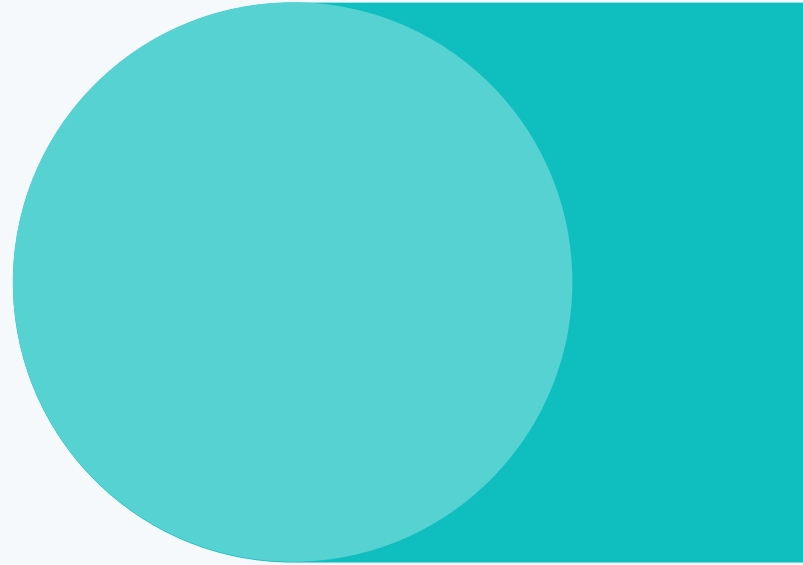
Use the Q&A section — not the chat — for questions, to ensure we see them

The webinar will be recorded and shared, along with the slides, 24-48 hours post-event

We may not get to every question, but keep an eye on [this post](#) for answers

00

# Welcome & Introductions



# Intros



**Carmi López-Jones**  
Manager,  
Deliverability Success



**Anissa Jacks**  
Product Marketer,  
Marketing Hub

# Agenda

1

Introductions & Stage Setting

2

Craft Relevant & Meaningful Messages

3

Orchestrate an Omnichannel Approach

4

Build a Compliant Omnichannel Program

5

Leverage Analytics to Hone Your Strategy

**INTRO**

# **The Landscape: Then vs. Now**



**POLL**

**How would you grade yourself on your omnichannel marketing?**



# Early 2010s

## MUSIC



## CHALLENGES



## ENTERTAINMENT



# Early 2010s

SOCIAL MEDIA



TECHNOLOGY

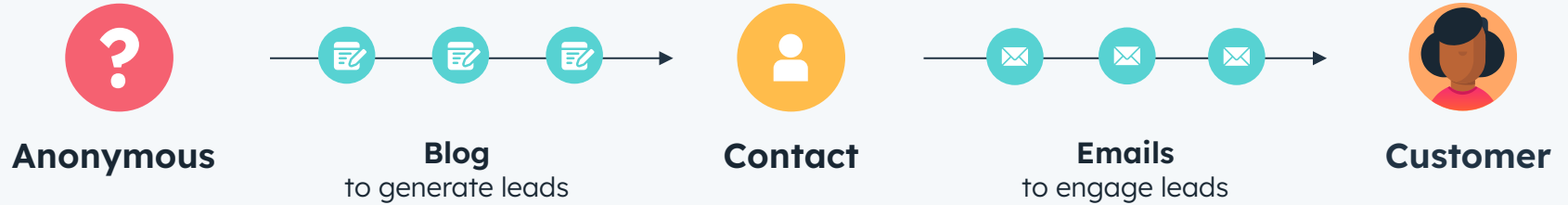


INBOUND



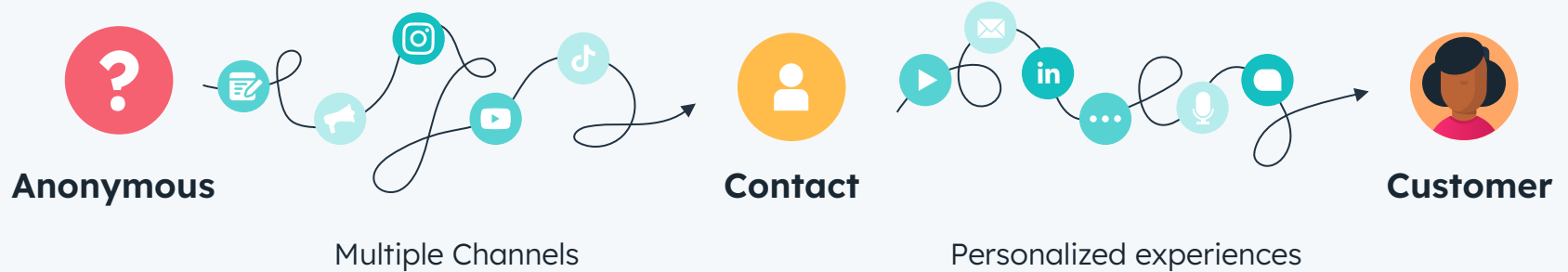
# Marketing Strategy

Circa 2010's



# Marketing Strategy

2024



## Multi-Channel

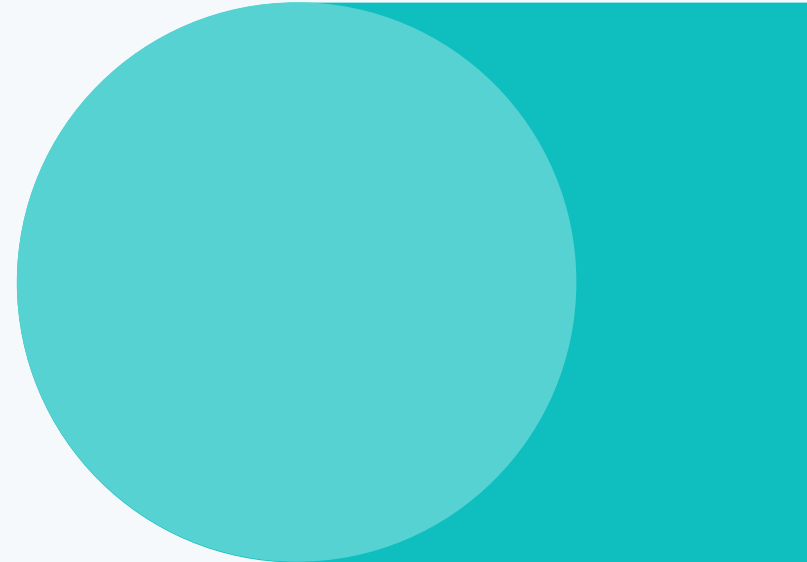


## Omnichannel



01

# Craft Relevant and Meaningful Messaging



# SMS



Ensure your SMS messages are personalized and well-segmented, with clear CTAs for each.



# EMAIL



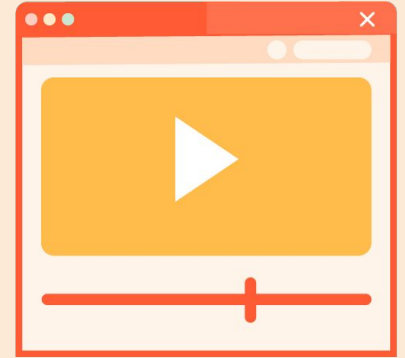
Engage the right audience with personalized content to drive response.



# SOCIAL



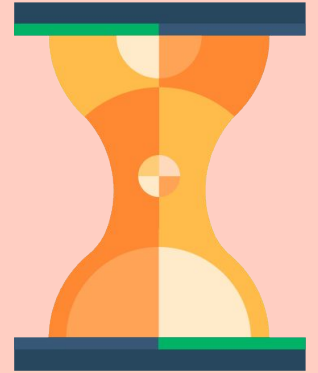
Identify the right platforms for your audience, and create engaging content that fits those platforms.



# PUSH



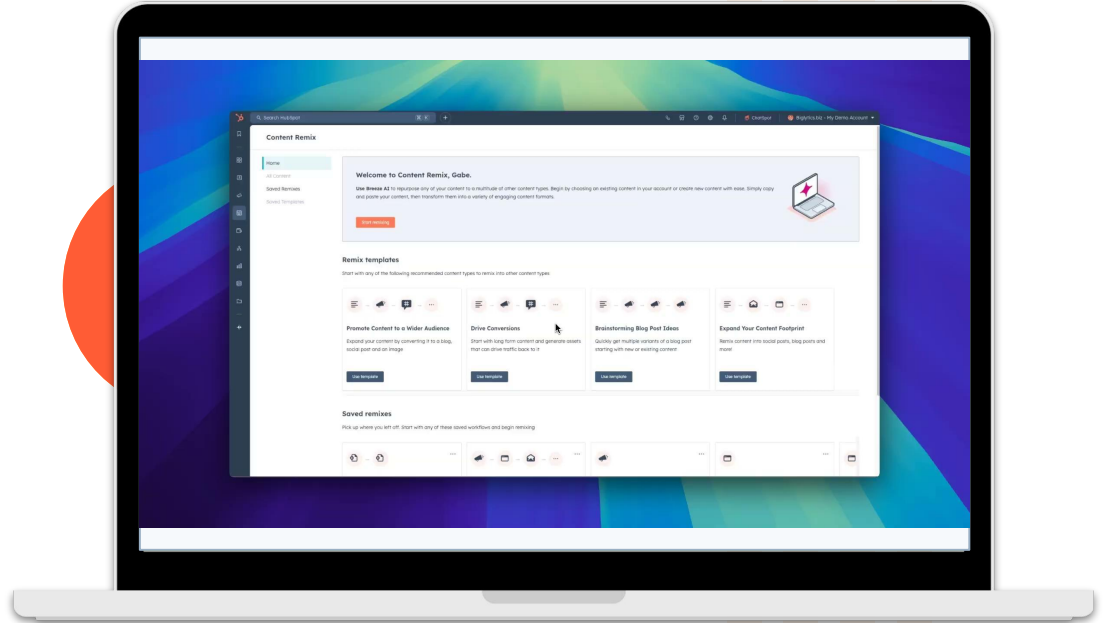
Segment based on real-time data  
to ensure relevant push  
notifications.





## Demo

Optimizing for and personalizing content in specific channels ensures that customers receive consistent messaging to guide them through a unified campaign.



02

# Orchestrate an Omnichannel Approach



# EMAIL



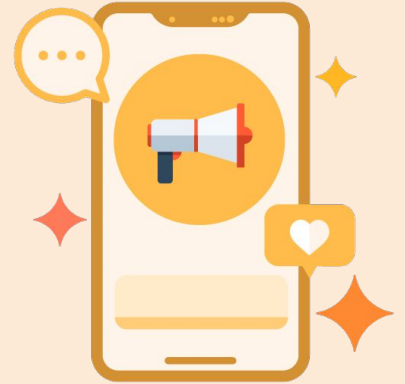
Build reputation gradually and mind your cadence.



# SOCIAL



Schedule your social posts to align with your campaign so messaging is amplified and reinforced.



# SMS



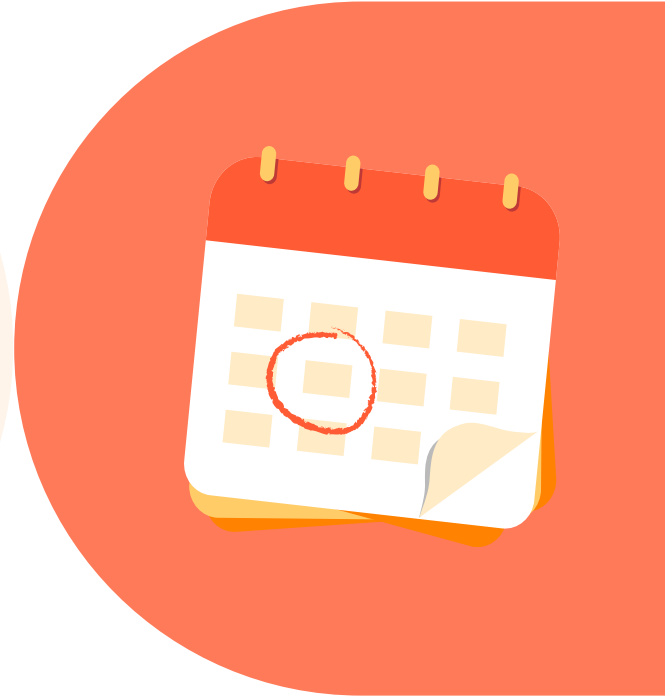
Ensure messages are received and acted upon when audiences are most active.



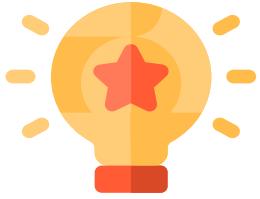
# PUSH



Promote time-sensitive messages like flash sales, breaking news, or timely reminders.

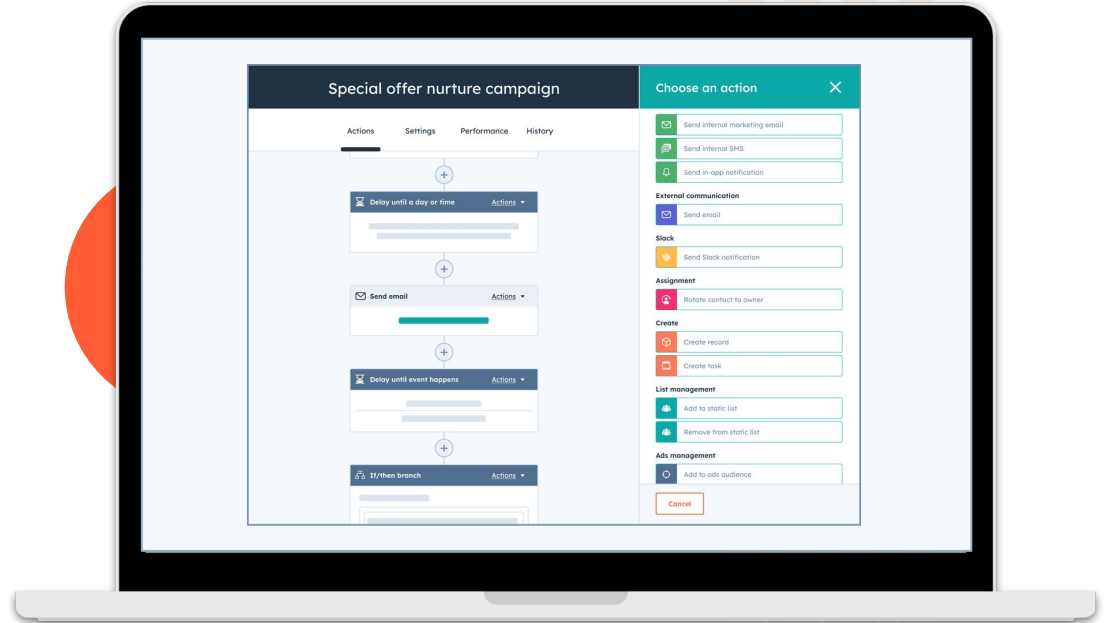


The OneSignal HubSpot integration makes it easy to add push notifications to your omnichannel strategy.



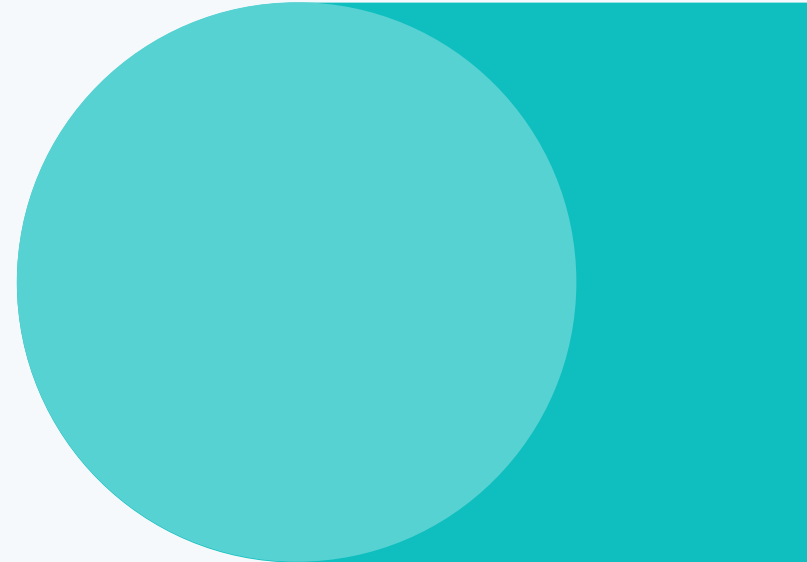
## Demo

By synchronizing timing, you deliver a cohesive omnichannel journey where each touchpoint feels intentional, adds value, and builds upon each other.



03

# Build a Compliant Omnichannel Program



# SMS



Opt-in for the win

Content restrictions

Shhh...it's quiet hours

Unsubscribe handling



# EMAIL



Opt in for the win

Authenticate

Respond to negative signals

Transactional considerations



04

# Leverage Analytics to Hone Your Strategy



# SMS



Use A/B testing to refine messaging elements like emojis, copy, CTAs, etc.



# EMAIL



Regularly monitor open rates, click-through-rates, bounce rates, unsubscribes, and complaints.



# SOCIAL



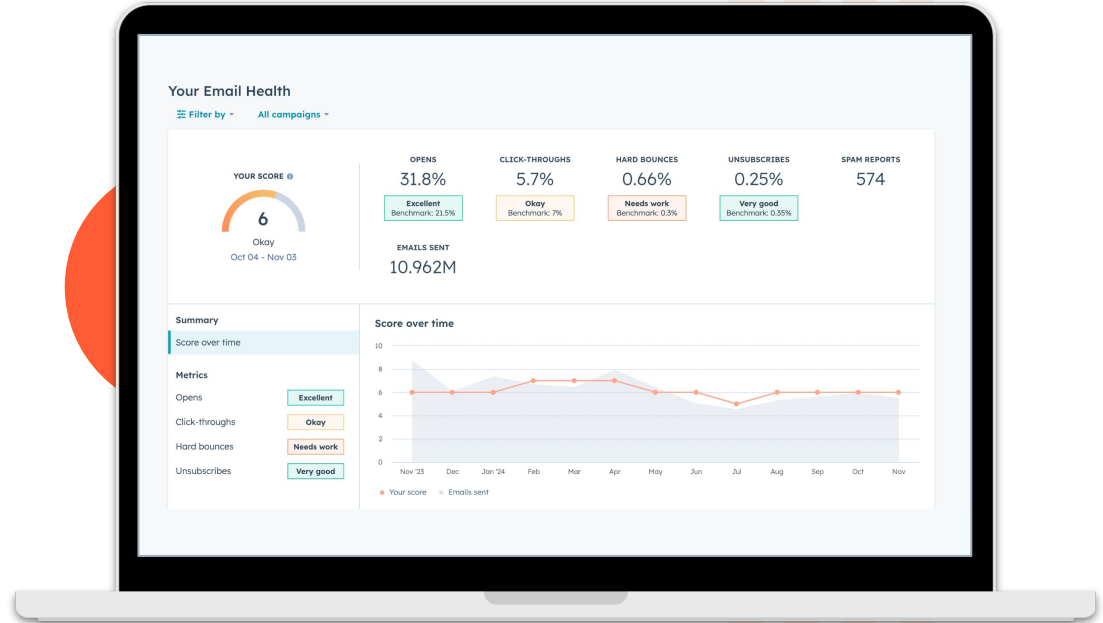
Use social listening to make data-driven decisions by adapting to real-time audience feedback and trends.





## Demo

Adapting to trends and engagement will allow you to optimize your omnichannel messaging for maximum impact.





# Thank You

**Expect slides and recording in  
your inbox within 24-48 hours**

