

Strategically Planning An Omnichannelled Approach to Communications

A Three-Part Workshop Module on the “e”ification of everything you do as a service club.

SESSION ONE

1) Who are your audiences and what is your priority of focus on each regardless of your channel of communication.

- New member recruitment
- Information to the public
- The Publics interaction with the club
- Information for club members

2. Identification of your current channels of communication and the weight given to each.

- Word of mouth
- Social media platforms
- Club website
- In person and virtual meetings
- In person and virtual fundraising

3. Channels of Communication: Traditional, Multichannel, Omnichannel –

- strengths and weaknesses of each model;
- trends in marketing of consumer products that we can adopt or adapt to grow a club.

4. The meaning and key characteristics of an Omnichannel approach e.g. a common branding in all channels, elimination of all silos etc

SESSION TWO

1. Why a ClubRunner website is the central lynch-pin around which to build an omnichannel-centric communications plan?

2. How Social-Media and Club websites are independent and inter-dependent.

3. Organising your members around the goals of the Omnichannel universe you are trying to achieve.

4. Selected web-based resources on building a marketing plan using the omnichannel approach

SESSION THREE

1. Creating content on your website for an omnichannel communications plan

- Where is the news story?
- Unorthodox ways to involve the public in the use of your club website.
- From your website to all channels with the emphasis on social media

2. Using ClubRunner’s Omnichannel inspired tools

- Membership Success Module to support e-recruitment
- Epayment options
- Events planner

3. Follow the data trail:

- Use of Google Analytics, or Statcounter or both.
- Understanding the importance of Search
- Use of Search Engine Optimization

Resource

[Omnichannel Marketing: What it is, Why it Matters, and How to Execute it \(g2.com\)](#)