

# THE OMNI-CHANNEL ADVANTAGE

## How Omni-Channel Marketing Boosts Advancement Outcomes

More than ever, advancement leaders find themselves under mounting pressure to secure increased revenue for their institution. Despite running traditional fundraising programs and venturing into digital marketing, those efforts still don't seem to be enough to reach continuously growing goals.

Enter the omni-channel strategy—not just a buzzword but rather a strategic approach offering a streamlined experience that can better reach, engage, and convert donors. This strategy has the potential to reinvigorate your advancement efforts and bring in the new wave of energy and revenue your institution needs.

### WHAT IS OMNI-CHANNEL MARKETING?

Omni-channel marketing is a donor-centric strategy that ensures donors are receiving a consistent and intentional message from your institution across all channels.

### WHY IT WORKS

The omni-channel approach better captures and retains donors' attention, helping them receive the **8+ touchpoints** often needed before they make their first gift.

## ELEMENTS OF OMNI-CHANNEL



Digital advertising



Social media



Email



Website



Print and direct mail



Phone and SMS



Events

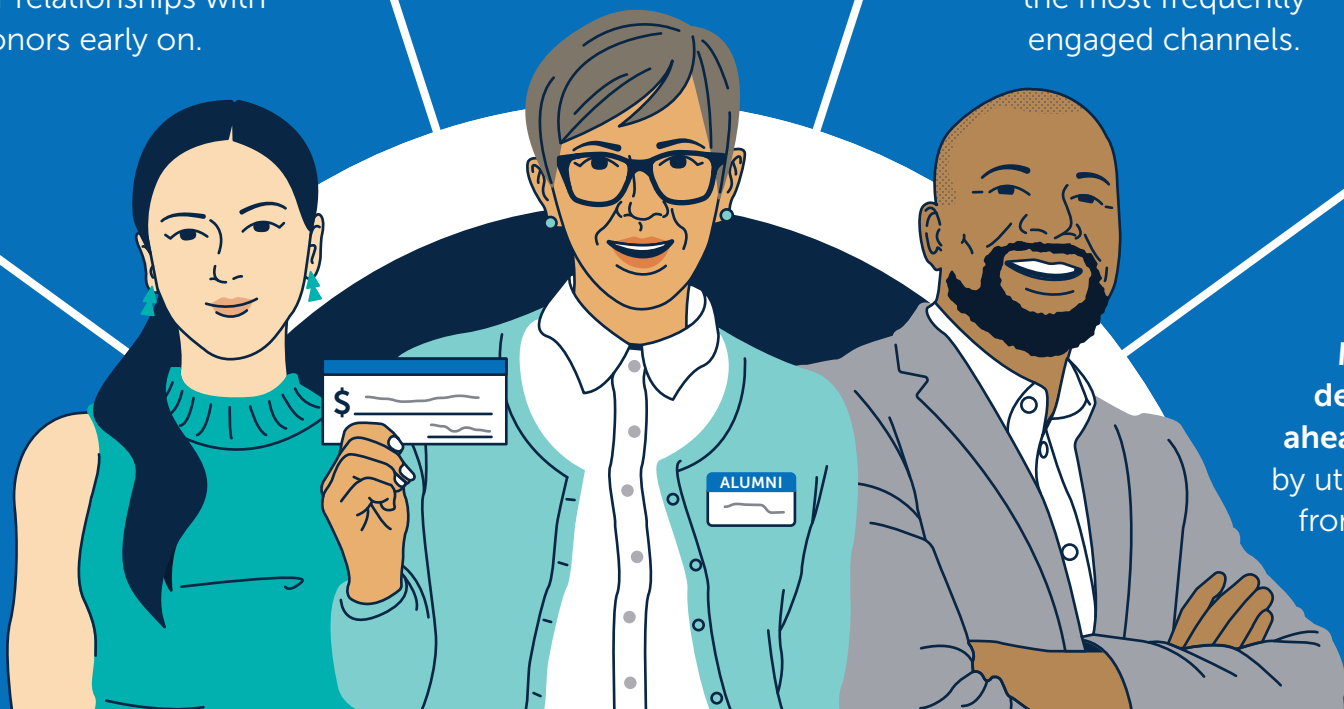
## THE IMPACT

**Build a stronger pipeline for future major gift support** by establishing deeper relationships with donors early on.

**Reach and engage new audiences** your institution may not even know about yet by deploying marketing campaigns across multiple channels.

**Maximize your budget** by optimizing program resources to the most frequently engaged channels.

**Better engage your existing donors and alumni** by staying relevant and active on the channels that matter most to them.



**Make informed decisions and stay ahead of donor trends** by utilizing data available from all engagement touchpoints.