

HOW TO: BUILD A LASTING IMPRESSION

THROUGH AN OMNICHANNEL CUSTOMER EXPERIENCE

Create a positive customer experience by meeting your audience on the channels they prefer. By delivering your message in multiple channels, you will promote brand credibility, increase customer retention and raise brand awareness.

	SOURCE	CHANNELS	PURPOSE	RESOURCES
	SOCIAL MEDIA	Facebook/Instagram	<ul style="list-style-type: none"> Easily Retarget Ads Consistent Messaging 	<i>Social Match Response Rate - Blog</i>
	MAIL TRACKING	Direct Mail	<ul style="list-style-type: none"> Trackable Delivery Encourage Lead Engagement 	<i>Guide to Direct Mail</i>
	INFORMED DELIVERY	Email	<ul style="list-style-type: none"> Trackable Email Conversions 	<i>USPS</i>
	CALL TRACKING	Mobile	<ul style="list-style-type: none"> Live Updates Audio Recordings 	<i>What is Call Tracking? - Blog</i>
	ONLINE FOLLOW-UP	Web	<ul style="list-style-type: none"> Easily Redirect Prospective Leads to Your Website 	<i>Google Ads</i>
	SOCIAL MEDIA FOLLOW-UP	Facebook/Instagram	<ul style="list-style-type: none"> Front-of-Mind Visibility Follow-up Ads 	<i>Importance of Social Media - Blog</i>
	LEADMATCH	Web	<ul style="list-style-type: none"> Website Visitor List Compilation 	<i>Aradius ENHANCE</i>

Need a one-stop shop? **ENHANCE** from Aradius Group combines all of these sources into one online platform to create a seamless, omnichannel marketing approach. Channels are then synced and optimized to ensure consistent visibility and customer reach.

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