

Cross-Channel Harmonization Checklist

A perfectly harmonized cross-channel campaign—replete with personalized content across channels—sparks a similar feeling of satisfaction, excitement, and joy in today’s consumers.

Cross-channel campaigns can come in all different shapes and sizes, depending on the goals of your marketing strategy. Understanding the various campaigns and how they can be applied cross-channel is crucial for success.

In our latest ebook, [“Orchestrate Your Cross-Channel Campaigns for Peak Harmonization,”](#) we touch upon a variety of marketing campaigns and detail what’s required for each and some tips for building them out.

Running short on time but want to learn more? Have no fear. We’ve boiled down the ebook into a skimmable checklist you can use as a guide while you build your campaigns. Let’s get to it.



Welcome & Onboarding Campaigns

Welcome and onboarding campaigns deliver 5x the click-through rate of standard promotional campaigns.

- Designate a specific purpose for your messages.
- Manage expectations by setting the stage for what's to come.
- Be transparent about the cadence and types of content to expect.
- Encourage users to opt-in to communication from other channels.
- Personalize messaging to show you're using customer data wisely.
- Gamify the experience by celebrating milestones and the completion of events.

Promotional Campaigns

Promotional messaging is how every brand keeps ties with customers.

- Set specific goals for your campaign. What do you want to achieve?
- Target specific audience segments with personalized content and outreach.
- Lean on real-time customer data to promote only what matters to each individual.
- Mobilize cross-channel promotions to reach your customers where it matters most to them.
- Make sure your CTAs are deep-linked and click paths don't include extra steps
- Keep things interesting with itty subject lines, emojis, and interactive design.

Abandonment Campaigns

[Our study](#) found 80% of brands using these campaigns achieve up to 40% conversion.

- Deploy a real-time trigger to fire this campaign within hours of abandonment.
- Add visuals to help boost conversion.
- Make sure your backend is set up to collect data for a unified cart view.
- Don't convolute messages with superfluous content or new message objectives.
- Use discounts or incentives only if it's right for your business.
- Include reviews, ratings, or other highlighted customer values to encourage a purchase.

Re-Engagement Campaigns

Re-engagement is a core component of retention marketing.

- Determine the eligibility thresholds (time, activity, engagement, etc.).
- Focus messaging on re-educating users about the unique value of your brand.
- Reevaluate a customer's message preferences.
- Reignite the conversation across channels.
- Start small and build up your campaigns from learnings.
- Optimize your messages for split-second engagement.



The common thread across all of these campaigns, is creating a seamless experience. However a customer chooses to interact with your brand, you should meet them where they are and create a unique experience tailored specifically for each individual.

To learn more about how to [“Orchestrate Your Cross-Channel Campaigns for Peak Harmonization,”](#) check out the rest of the ebook. If you're interested in learning about how Iterable can help you achieve cross-channel customer activation, schedule a demo today.