

# Embracing the Multichannel Marketing Movement



While “omnichannel” and “multichannel” may seem like just another pair of [content marketing](#) buzzwords, the struggle to reach your audience through the right channels is real.

Potential customers can discover your brand via social media, search engines, email, digital advertising, media coverage, calling your customer hotline, visiting your webpage, downloading your app, going to a brick-and-mortar store...the list goes on.

Embracing a multichannel marketing strategy means tapping into a multitude of distribution channels with content tailored to different stages of the customer life-cycle.

However, marketers can't realistically invest an equal amount of time and money into every channel. The risk comes with putting too many resources into one and missing out on a more viable audience through another.

As our panel of marketing experts will discuss during the February 2nd webinar [Content Messaging Trends for 2016](#), content marketing in a multi-channel world takes work, time

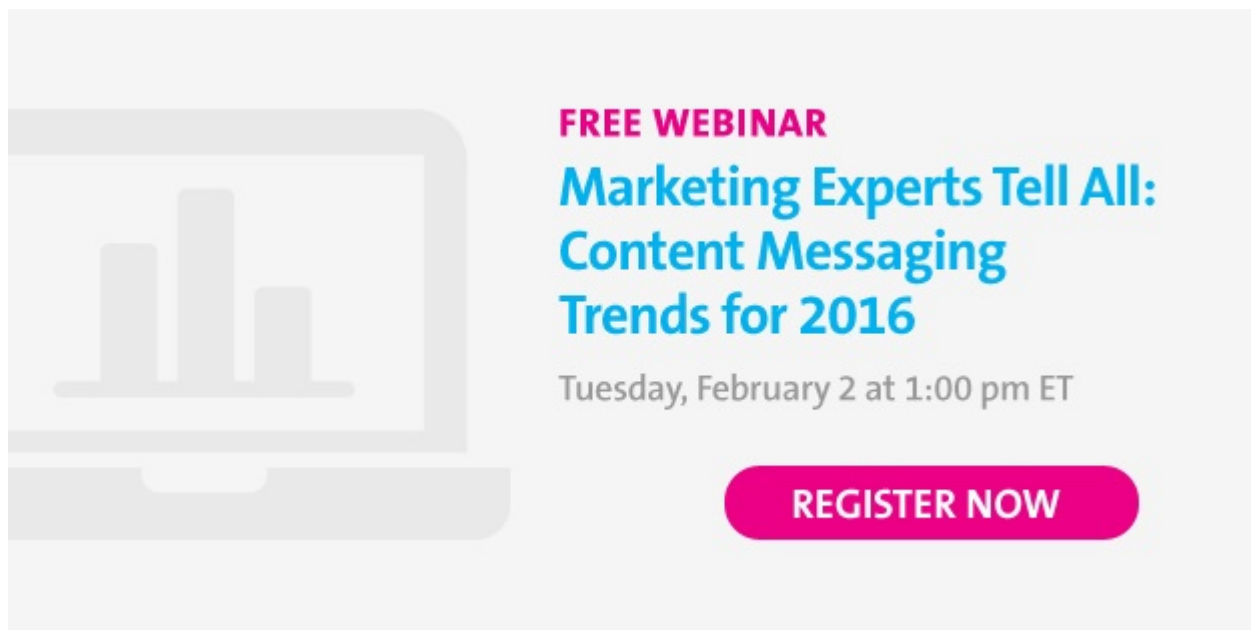
and attention to detail. Here are three steps to get you started.

### **Do Your Research.**

Where do your customers live and thrive? Research where your potential customers go for information and which distribution methods will most likely result in revenue.

Put yourself in your customers' shoes and go through your brand's buying process. Explore the different ways customers find and interact with your content and how they buy your product. Do any of these processes deliver a negative experience? How can they be improved for a better experience next time?

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A promotional graphic for a webinar. On the left, there is a faint, light gray illustration of a laptop computer. The screen of the laptop displays a bar chart with three bars of varying heights. To the right of the laptop, the text is arranged in a vertical stack. At the top, the words "FREE WEBINAR" are written in a bold, pink, sans-serif font. Below this, the main title "Marketing Experts Tell All: Content Messaging Trends for 2016" is written in a larger, bold, blue, sans-serif font. Underneath the title, the date and time "Tuesday, February 2 at 1:00 pm ET" are written in a smaller, gray, sans-serif font. At the bottom right of the graphic, there is a bright pink, rounded rectangular button with the words "REGISTER NOW" written in white, bold, sans-serif capital letters.

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**REGISTER NOW**