



THE ULTIMATE GUIDE TO A
**SUCCESSFUL
OMNICHANNEL
STRATEGY IN 2025**



SEACHANGE

INTRODUCTION

The marketing landscape is more dynamic and complex than ever before. The rise of digital technologies has transformed the way companies connect with their audiences, yet print-based channels like direct mail remain critical to creating meaningful, long-lasting impressions. The challenge for 2025 is not choosing between these channels but finding the perfect balance that maximizes return on investment (ROI) while delivering exceptional customer experiences.

This guide provides a comprehensive overview of how to strategically plan and allocate your 2025 marketing budget for an omnichannel approach. We explore the importance of combining direct mail and digital, the power of real-time adjustments and reporting automation, and best practices for aligning print and digital channels. With examples and tools for tracking ROI, this guide equips you to create seamless, data-driven marketing campaigns that drive engagement and deliver results.

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THE IMPORTANCE OF OMNICHANNEL MARKETING IN 2025

A successful omnichannel strategy blends digital and physical touchpoints to create a cohesive and engaging customer experience. It's no longer enough to simply have a presence across multiple channels—brands need to deliver consistent, personalized interactions across them. In 2025, the brands that thrive will be those that create seamless customer journeys, bridging the gap between print and digital.

Consumers expect brands to “remember” them across interactions, creating familiarity and trust. Omnichannel strategies help build these relationships by ensuring every customer interaction—whether it's through a digital ad or a direct mail piece—works together to reinforce the overall experience.

51% of companies use at least **eight channels** in their consumer marketing.¹

Direct Mail | Email | Video | Text Messaging | Social Media | Flipbooks | POS Advertising | Event Marketing | Microsites

9.5% **increase in annual revenue** from companies with robust omnichannel customer engagement.¹

68% of marketing respondents said combining digital and direct mail **increased website visits**.²

118% increased response on marketing campaigns that used **direct mail** and one type of **digital media**.²

WHY YOUR 2025 BUDGET NEEDS BOTH DIRECT MAIL AND DIGITAL

Direct mail and digital channels each have unique strengths that, when combined, can significantly enhance the impact of a marketing campaign. Here's why both should be included in your 2025 budget:



MEMORABILITY THROUGH TOUCH

Direct mail offers a lasting, tangible experience. Tactile elements like soft-touch or grit coatings can trigger the sense of touch, leading to stronger brand recognition and memory.

DIGITAL FLEXIBILITY

One of digital marketing's key advantages is the ability to make real-time adjustments. Whether it's optimizing a webpage, adjusting an email sequence, or updating social media ads, digital campaigns can pivot quickly to adapt to market conditions or performance data.

PERSONALIZATION

Data-driven insights and variable data printing enable both direct mail and digital to deliver highly personalized messaging. Personalized experiences—whether in print or digital—create stronger connections with customers by making them feel understood and valued.

WHY YOUR 2025 BUDGET NEEDS BOTH DIRECT MAIL AND DIGITAL



Integrating direct mail with digital tactics—like tracking responses through QR codes or Personalized URLs (PURLs)—creates a synergistic campaign that maximizes engagement and drives higher conversion rates.



Campaigns that
**combine both direct mail
and digital tactics see a**

28%

higher conversion rate
than single-channel campaigns.¹

DIRECT MAIL CONSIDERATIONS FOR 2025

QR CODES AND PURLS (PERSONALIZED URLS)

These tools bridge the physical and digital, making it easy for recipients to respond to direct mail pieces through digital platforms.

ADVANCED COATINGS AND SPECIALTY INKS

From soft-touch coatings to thermochromic inks, direct mail has become more creative and sensory-driven, creating a lasting impression.

SUSTAINABILITY INITIATIVES

Eco-friendly materials and sustainable production methods are increasingly important, helping companies meet consumer expectations for environmental responsibility.

THE POWER OF REAL-TIME ADJUSTMENTS IN DIGITAL AND PRINT

Digital marketing has long been praised for its ability to make real-time adjustments based on performance data. However, advancements in print technology and data-driven insights now allow similar agility for print campaigns. With tools like QR codes, PURLs, and advanced print analytics, marketers can refine and optimize direct mail strategies mid-campaign, ensuring that print channels are as responsive and adaptable as digital.



MID-CAMPAIGN ADJUSTMENTS

Digital allows you to pivot quickly—whether adjusting a message, updating a quiz question, or changing the order of content in an interactive ad. This adaptability ensures you’re always delivering the best-performing content.

DATA-DRIVEN PRINT OPTIMIZATION

Direct mail is no longer static or “set-and-forget” channel. With print analytics, you can adjust future mail drops based on real-time engagement data. For example, if certain messaging or formats drive higher QR code scans or responses, that data can inform adjustments to the next wave of mailers. By continuously optimizing the content, design, or even the timing of your mailings, you ensure that each print touchpoint is more targeted and effective.

With both digital and print channels capable of real-time optimizations, you can maximize the efficiency and impact of your omnichannel strategy, ensuring that each touchpoint performs at its best.

BUDGETING TIPS FOR AN INTEGRATED OMNICHANNEL STRATEGY

ALLOCATING BUDGET ACROSS CHANNELS

An effective omnichannel strategy requires thoughtful budget allocation across digital and print, ensuring that each channel supports the other to create a seamless customer experience.



DIRECT MAIL

Allocate sufficient funds for high-quality materials, personalization techniques (e.g., variable data printing), and unique finishes (e.g., spot UV or embossed textures) that differentiate your mail from competitors.

DIGITAL CHANNELS

Invest in agile, data-driven platforms that allow for real-time optimization, such as paid search, social media, email marketing, and programmatic advertising.

CROSS-CHANNEL INTEGRATION

Budget for tools and resources that enable seamless tracking, automation, and reporting across both direct mail and digital campaigns.

BUDGETING TIPS FOR AN INTEGRATED OMNICHANNEL STRATEGY

KEY BUDGETING CONSIDERATIONS FOR 2025

INVEST IN REPORTING AUTOMATION FOR REAL-TIME INSIGHTS

Automated reporting and tracking are no longer just for digital channels. Direct mail, paired with advanced reporting tools, now provides insights that allow you to measure real-time engagement. This means marketers can see direct mail's performance as easily as they would for a digital ad, ensuring optimal ROI from both channels.

ALLOCATE FOR DIGITAL AGILITY

Digital campaigns allow you to pivot quickly and optimize on the go. Combining analytics for direct mail and digital channels helps inform optimizations. Whether it's changing a campaign's visuals or adjusting quiz questions, allocating budget for agile digital capabilities based on analytics ensures you can respond to market changes and customer behaviors dynamically.

BLEND PRINT AND DIGITAL FOR A BALANCED OMNICHANNEL APPROACH

A campaign that relies on only one channel limits its reach. By combining direct mail with digital channels—like targeted social ads, retargeting emails, and even SMS—you create multiple touchpoints that reinforce your message. Allocate your budget to ensure you can integrate these seamlessly, maximizing engagement across platforms.

BUDGETING TIPS FOR AN INTEGRATED OMNICHANNEL STRATEGY



DIRECT MAIL CONSIDERATIONS FOR 2025

AUDIENCE SIZE & TARGETING

Larger, broader audiences may require a heavier digital spend, while niche or VIP segments may benefit from more personalized and tactile direct mail pieces.

CAMPAIGN COMPLEXITY

A multi-touch, fully integrated omnichannel campaign will require more resources and budget to manage than a simpler, single-channel effort.

DATA & PERSONALIZATION

Invest in data analytics platforms that allow you to gather insights across channels and personalize both print and digital messaging.

THE ROLE OF REPORTING AUTOMATION AND REAL-TIME INSIGHTS

Today's marketing technology allows you to track both digital and direct mail campaigns with the same level of detail and precision. Automated reporting tools enable real-time tracking of customer interactions across all channels, providing the insights you need to make data-driven decisions.



For instance, when a customer interacts with a QR code on a mailer, that action can be tracked in real time, just like a digital ad click. This capability allows for ongoing optimization, ensuring that both direct mail and digital channels are continuously refined to maximize engagement.

BEST PRACTICES FOR ALIGNING DIRECT MAIL AND DIGITAL CHANNELS >>>

To get the most from your omnichannel strategy, it's critical to ensure your direct mail and digital channels work together harmoniously. Here are a few best practices:



PLAN FOR COORDINATED TIMING

Align your direct mail drops with key digital campaign milestones. For example, a personalized mailer sent just before an email campaign or social media ad can help reinforce the message and increase engagement.

USE CONSISTENT MESSAGING ACROSS CHANNELS

Ensure that your brand messaging is consistent, whether the customer is engaging with a digital ad, a direct mail piece, or an email. Consistency builds trust and recognition across touchpoints.

INCORPORATE INTERACTIVE ELEMENTS

Use QR codes, PURLs, or augmented reality (AR) features in your direct mail pieces to encourage digital engagement. These interactive elements create a bridge between the physical and digital, providing a more dynamic customer experience.

CASE STUDY: REAL-WORLD SUCCESS THROUGH OMNICHANNEL



THE CHALLENGE

A client approached SeaChange looking to refresh their creative strategy, which had become stagnant due to copy-heavy letters and competing calls to action. SeaChange recommended a strategic overhaul, incorporating A/B testing between traditional letters and self-mailers, while adding interactive elements such as QR codes and Informed Delivery.

THE OUTCOME



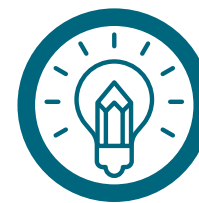
RESPONSE RATES

The campaign saw an 85% increase in response rates year-over-year.



INFORMED DELIVERY

Self-mailers outperformed letters, and Informed Delivery achieved the highest click rate across the campaign.



REVAMPED CREATIVE

The revamped approach, which included simplified messaging and modernized creative, resulted in stronger engagement and demonstrated the effectiveness of blending traditional direct mail with digital elements.

TOOLS FOR TRACKING, REPORTING, AND PROVING ROI

SeaChange provides advanced tools for tracking omnichannel campaigns, giving you the ability to measure and optimize both digital and direct mail efforts in real time:



REAL-TIME REPORTING DASHBOARDS

Measure digital and direct mail performance side by side.

ADVANCED ATTRIBUTION MODELS

Understand how each channel contributes to conversions and engagement, offering a clear view of your campaign's ROI.

AUTOMATION TOOLS

Automatically track mail drops, QR code scans, and digital interactions, providing a comprehensive view of engagement.

CONCLUSION: PREPARING FOR THE FUTURE OF OMNICHANNEL MARKETING

As 2025 approaches, the future of marketing lies in integrated, omnichannel strategies that combine digital flexibility with the memorable impact of direct mail. By balancing these strengths and using advanced analytics to track and optimize performance, you can create customer experiences that drive results and maximize your marketing investment.



ABOUT SEACHANGE

EMBRACING TECHNOLOGY. REDEFINING PRINT.™

SeaChange is a leader in integrated direct mail and omnichannel marketing solutions. Combining innovative print production with cutting-edge digital strategies, SeaChange helps businesses create personalized campaigns that drive results. From creative design to fulfillment, SeaChange delivers seamless, data-driven marketing experiences that captivate audiences and boost ROI.

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