

3.4: Introduction to Challenges of Multichannel Retailers

What you'll learn to do: Recognize the challenges faced by multichannel retailers and how retailers must adapt

Multi-channel retailers work to engage shoppers at the point of purchase in a variety of channels, in order to be present where and when these potential customers are ready to buy. The complexity of doing this effectively continues to increase as outlets, especially those online, multiply: branded websites, e-commerce sites, apps, social media and marketplaces. Thus, a multi-channel marketing strategy requires organizational discipline and infrastructure to ensure that the customer experience is consistent across channels.

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