

# OMNICHANNEL MARKETING STRATEGY FOR MODERN BRANDS

<b>Start Date:</b>	28/06/2026	<b>End Date:</b>	02/07/2026
<b>Categories:</b>	Public Relations & Market	<b>Venues:</b>	Cairo
<b>Formats:</b>	In Person	<b>Instructors:</b>	

## OVERVIEW

This course provides a comprehensive framework for planning and executing cohesive omnichannel marketing strategies. Participants will learn how to deliver consistent brand experiences across platforms, leveraging data and automation to personalize at scale.

## OBJECTIVES

By the end of this course, participants will be able to: – Design and execute integrated omnichannel marketing strategies. – Deliver a seamless brand experience across digital and physical channels. – Leverage customer data to personalize content and timing across platforms. – Align messaging and creative across touchpoints for consistent impact. – Use automation and analytics to optimize campaigns in real time.

## COURSE OUTLINE

1- Omnichannel vs. Multichannel: Key Differences and Strategy Foundations 2- Customer Journey Mapping Across Channels 3- Channel Alignment and Content Synchronization 4- Personalization Through Data and Automation 5- Performance Tracking and Continuous Optimization

## TARGET AUDIENCE

All Supervisory Levels, Marketing managers, digital strategists, brand directors, CX leaders, and media planners managing cross-platform engagement.

## METHODOLOGY

Journey mapping, channel strategy labs, campaign planning simulations, personalization tool reviews, and performance dashboard design.

## CONCLUSION

Participants will walk away with a full omnichannel strategy and execution toolkit designed to meet today's customer expectations with clarity and consistency.

## DAILY AGENDA

### Day 1: Understanding Omnichannel Strategy

Define and differentiate between multichannel and omnichannel approaches.

### Day 2: Mapping the Omnichannel Journey

Analyze how customers interact with your brand across all channels and phases.

### Day 3: Aligning the Message

Create consistent content that connects across formats and funnels.

### Day 4: Personalizing the Experience

Use data insights and automation tools to deliver tailored experiences.

### Day 5: Optimize & Scale

Measure performance and continuously refine your omnichannel campaigns.

*For more information, please contact us:*

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