

OMNICHANNEL MARKETING STRATEGY FOR MODERN BRANDS

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

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.

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