

The Ultimate Crm Handbook Strategies And Concepts For Building Enduring Customer Loyalty And Profitability

Provides research on e-government and its implications within the global context. Covers topics such as digital government, electronic justice, government-to-government, information policy, and cyber-infrastructure research and methodologies.

This book introduces students to CRM (customer relationship management), a strategic methodology that's being embraced in increasing numbers by organizations looking to gain a competitive advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace. Featuring the latest developments in the discipline, a cohesive approach, and pedagogical materials (including chapter exercises that connect theory with action), it is the one-stop-source for a comprehensive CRM course.

Social CRM is already enabling innovative companies to engage customers through powerfully effective two-way dialogues, and to build customer-centric strategies that drive real value. In this book the field's leading expert offers a proven, four-step methodology for making Social CRM work in any organization: B2B, B2C, or B2B2C. Writing for both decision-makers and implementers, Barton Goldenberg shows how to integrate people, process and technology to optimize relationships with every customer, achieve seamless collaboration across customer-facing functions, and make the most of today's leading social platforms. Goldenberg shows how to: Systematically harvest information from Social Media conversations and communities: Facebook, Twitter, LinkedIn, Google+, and beyond Integrate this information into expanded customer profiles Use these profiles to personalize your customer service, marketing messages, and sales offers far more effectively Goldenberg assesses the changing impact of social media on customer relationships, identifies smarter ways to profitably integrate it throughout your business, guides you through Social CRM planning and implementation, and examines key challenges and opportunities in leveraging Social CRM after you've deployed it. You'll find practical advice on issues ranging from strategy to software selection, vendor negotiation to team development and day-to-day operations. Goldenberg concludes by previewing the future of Social CRM - and the fast-changing customer tomorrow's systems must serve.

Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for a brand's success in this highly competitive online era. Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.

CRM Unplugged

The Ultimate CRM Handbook

A situational analysis considering communication tools, opportunities and limitations

Double Down on Your Data

Iterate Or Die

Winning in Service Markets

CRM is an integrated information system that is used to plan, schedule and control the pre-sales and post-sales activities in an organization. This text is a manager's guide to making the most of CRM techniques for enhancing customer service, sales force effectiveness and marketing strategy.

Companies need a new approach—customer relationship management, or CRM—to leverage the Web's unique strengths for capturing and publishing a single view of customers. How does it work? What is the best CRM strategy? Which companies have successfully implemented CRM in their business? This HOTT Guide defines CRM from different points of view: sales, marketing, customer support and technology. By presenting white papers on the technology, business cases, reports sharing the major trends occurring in the CRM marketplace, interviews with experts in the CRM-field, and a special chapter dedicated to the implementation of CRM in callcenters, the reader will have the most complete file on CRM possible at his disposition. This HOTT Guide is unique ready-to-use guide for any manager interested in optimizing the relationship with his customers, by using the newest technology The HOTT Guide series is intended for a professional business audience: Management, Marketing, Sales, System Integrating, CIOs, IT specialists and executive level. Customer Relationship Management is especially aimed at those concerned with customer management, marketing and measurement: marketers, callcenter, managers, data architectures, the sales force and service

This HOTT Guide defines CRM from different points of view: sales, marketing, customer support and technology. By presenting white papers on the technology, business cases, reports sharing the major trends occurring in the CRM marketplace, interviews with experts in the CRM-field, and a special chapter dedicated to the implementation of CRM in callcenters, the reader will have the most complete file on CRM possible at his disposition. The follow-up to Marshall Goldsmith's 500,000-copy bestseller The Leader of the Future, Global Leadership: The Next Generation systematically identifies what tomorrow's leaders will need to know, do and believe in order to successfully lead the global enterprise of the future. Drawing on the results of an extraordinary 2-year Accenture study of emerging business leaders, this book shows why the skills of today's global leaders won't be enough--and why tomorrow's leaders won't resemble today's. Goldsmith and his co-authors first identify five new "factors of leadership" and their implications: global thinking, appreciation of diversity, technological savvy, a willingness to partner and an openness to sharing leadership. They explain what it will mean to lead in an era where intellectual capital is the dominant source of value; how to lead people whose backgrounds and values may be radically dissimilar from yours; and why achieving personal self-mastery is now a fundamental prerequisite for leading others. From the evolution of "federated," semi-autonomous organizational structures to the personal leadership challenges now arising from globalism, this book offers unprecedented insights into the new challenges of leadership--and what it will take to meet them.

Strategies and Emerging Trends: Building Customer Relationship in the Digital Era
Electronic Government: Concepts, Methodologies, Tools, and Applications

Key Concepts in Strategic Management

JMR, Journal of Marketing Research

Digital Marketing That Actually Works the Ultimate Guide

How To Develop and Execute a CRM Strategy

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM.

The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

The need for consultation and evaluation among nonprofits and government agencies has soared in recent years, as funders have demanded accountability and agencies are ill-equipped to provide the types of data-based information needed. Consulting and Evaluation with Nonprofit and Community-Based Organizations fills a critical gap in the academic literature for nonprofit management. This unique text is a collection of advice and voices from a diverse group of successful, practicing consultants who work with nonprofits and government agencies. Through surveys and interviews, these experts relate detailed information on how they got started in consulting, what types of services they provide, what types of clients they serve, the biggest challenges they face, and much more. The book also integrates current topics from a wide variety of sources so that interested readers can easily access important information all in one book. Book jacket.

CRM first entered the business vocabulary in the early 90's; initially as a systems driven technical solution. It has since escalated in importance as system providers increased their market penetration of the business market and, in parallel, CRM's strategic importance gained more traction as it was recognized that CRM was, at its heart, a business model in the pursuit of sustainable profit. This was accentuated by the academic community stepping up their interest in the subject in the early 2000's. Today, it is a universal business topic which has been re-engineered by the online shopping revolution in which the customer is firmly placed at the center of the business. The current reality, however, is that, for the vast majority of businesses, CRM has not been adopted as a business philosophy and practicing business model. It has not been fully understood and therefore fully embraced and properly implemented. The author addresses this head-on by stripping CRM down into its component parts by delving into and explaining the role and relevance of the C, R, and M in CRM. This is a practical guide but set within a strategic framework. The outage is clear actionable insights and how to convert them into delivery. It is written in an easily digestible, non-jargon style, with case studies to demonstrate how CRM works. This book can be immediately used as the primary practical reference to guide the development and implementation of a CRM strategy.

This book brings together papers presented at the 3rd Conference of Research in Economics and Management (CIREG) held in Morocco in May 2016. With a focus on the challenges of SMEs and innovative solutions, they highlight the contribution of researchers in the fields of business and management, with all their micro and macro-economic aspects. They shed light on the universal scientific vision of the importance of SMEs with answers relevant to their local context and adapted to their specific national situation. The relevance of SME research lies in its heuristic value of analyzing change, rather than in constructing a category, a particularly useful empirical concept. This third volume is focused on marketing and human resources.

Services Marketing

Handbook of Research on Patient Safety and Quality Care through Health Informatics

Digital CRM

The Definitive Guide to Social CRM

SPIN® -Selling

The CRM Handbook

The professional and student marketer's ultimate reference and handbook for strategic CRM.

Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge. Derived from the globally leading textbook for Services

Marketing by the same author, this book offers a comprehensive overview of extant knowledge on the topic. Accessible and practical, Winning in Service Markets bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world.

Achieving excellence in the fast changing global scenario of business and world economic structure demands deeper insight into the quality management practices. To survive in this competitive and challenging global business arena one needs to adopt quality management strategies that incorporate the best global practices. An attempt has been made in the present cook to focus on quality aspects and solutions that can enhance global business excellence.

Are you getting ready to start a small business but do not know how to get started? Are you thinking about turning around the ways that you engage with your current small business because your sales have been less than profitable? If so, then keep reading... CRM could be the answer for you!We live in a world where 80% of small businesses fail within the first year and a half of being opened. That is a terrible statistic - it is one that should leave you working as hard as you can to make sure that your business will be a survivor, and the best way that you can do exactly that is to figure out what you can do to maximize your profits. The easiest way is to make sure that you manage your relationship with your customers to the best of your ability. Times have changed - you cannot just put some ads on television or in the newspaper and expect to profit anymore. Rather, you will be forced to make decisions about online marketing, about being able to create products that are competitive and compelling at the same time and more. Running a business and making quality products is not always easy - but it is important, and because of that, you need to get started as soon as possible in learning everything that you can. Customer Relationship Management, commonly shortened to CRM, is one way that you can do just that. With CRM, you focus on managing those relationships with your customers to ensure that you retain them. After all, it is far cheaper to retain customers than it is to find new ones elsewhere and for that reason, it is more important to make sure that the process of using your business or products is as seamless as possible, and this book is here to teach you to do exactly that.

Concept, Strategy, and Tools

Discover Everything You Need to Build and Implement a Digital Marketing Strategy That Gets Results

The Next Generation, Adobe Reader

Releasing CRM's Strategic Value

The The Art of CRM

Handbook of CRM

In today's modernized society, certain technologies have become more applicable within many professional fields and are much easier to implement. This includes the tourism industry, where smart technology has provided a range of new marketing possibilities including more effective sales tactics and delivering a more personalized customer experience. As the scope of business analytics continues to expand, professionals need research on the various applications of smart technology within the field of tourism. The Handbook of Research on Smart Technology Applications in the Tourism Industry is an essential reference source that discusses the use of intelligent systems in tourism as well as their influence on consumer relationships. Featuring research on topics such as digital advertising, wearable technology, and consumer behavior, this book is ideally designed for travel agents, tour developers, restaurateurs, hotel managers, tour directors, airlines, marketers, researchers, managers, hospitality professionals, policymakers, business strategists, researchers, academicians, and students seeking coverage on the use of smart technologies in tourism.

SA hands-on guidebook from Accenture for building a globally responsive, customer-driven enterprise As the dust settles from the most recent round of CRM projects, companies are increasingly finding that their efforts havenot delivered anticipated benefits. In The Ultimate CRM Handbook, influential thought leaders from Accenture discuss why CRM has failed to live up to expectations and what companies can do to improve the bottom-line return on CRM investments. More than 30 chapters and in-depth case studies on many leading companies give managers and senior executives alike the high-level perspective needed to build lasting, profitable bonds with their customers. They also provide techniques companies can use to: Establish more effective interactions with their customers Build lasting brand loyalty Dramatically improve the efficiency of their sales, marketing, and customer service operations True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Make it easy for students to understand: Clear, Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-colored learning cues, graphics, and diagrams to capture student attention and help them visualize concepts. Know Your ESM presents quick review questions designed to help students consolidate their understanding of key chapter concepts. Make it easy for students to relate: Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions: 40% from American, 30% from Asia and 30% from Europe. Help students see how various concepts fit into the big picture: Revised Framework An improved framework characterized by stronger chapter integration as well as tighter presentation and structure. Help instructors to prepare for lessons: Enhanced Instructor Supplements Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions. Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts. Test Bank: Updated Test Bank that is Test Gen compatible. Video Bank: Corporate videos and advertisements help link concept to application. Videos will also come with teaching notes and/or a list of questions for students to answer. Case Bank: Cases can be in PDF format available for download as an Instructor Resource.

Success through People, Technology and Strategy

Achieving Excellence in Customer Management

The Oxford Handbook of Strategic Sales and Sales Management

Essentials of Services Marketing

Proceedings of the 3rd International Conference of Economics and Management (CIREG 2016) Volume II

Customer Relationship Management

This book introduces students to CRM (customer relationship management), a strategic methodology that's being embraced in increasing numbers by organizations looking to gain a competitive advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace. Featuring the latest developments in the discipline, a cohesive approach, and pedagogical materials (including chapter exercises that connect theory with action), it is the one-stop-source for a comprehensive CRM course.

CUSTOMER RELATIONSHIP MANAGEMENTOPERATIONAL CRMANALYTICAL CRMCOLLABORATIVE CRMRELATIONSHIP MANAGEMENT THE CRM MODELSELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM)CRM IMPLEMENTATIONAPPLICATIONS OF CRM IN HEALTH SECTORFINANCIAL SYSTEM OVERVIEWAPPLICATIONS OF CRM IN THE MANUFACTURING SECTORAPPLICATION OF CRM IN RETAIL SECTORAPPLICATION OF CRM INTELECOM SECTORFUTURE OF CRMConclusionReferenceIndex

"Services Marketing is well known for its authoritative presentation and strong instructor support. The new 6th edition continues to deliver on this promise. Contemporary Services Marketing concepts and techniques are presented in an Australian and Asia-Pacific context. In this edition, the very latest ideas in the subject are brought to life with new and updated case studies covering the competitive world of services marketing. New design features and a greater focus on Learning Objectives in each chapter make this an even better guide to Services Marketing for students. The strategic marketing framework gives instructors maximum flexibility in teaching. Suits undergraduate and graduate-level courses in Services Marketing."

Building and maintaining a customer-centered enterprise cost-effectively is a hot topic and key business issue. This book provides the definitive work on how to derive return from investment. It shows readers strategies for successful CRM implementation into a company, and how to achieve a good ROI through CRM, and also details best practices.

Agile Consulting for 21st Century Business Success

Concepts, Methodologies, Tools, and Applications

Managing Public Relations and Brand Image through Social Media

Consulting and Evaluation with Nonprofit and Community-based Organizations

Emerging Innovative Marketing Strategies in the Tourism Industry

A Business Guide to Customer Relationship Management

Medical and health activities can greatly benefit from the effective use of health informatics. By capturing, processing, and disseminating information to the correct systems and processes, decision-making can be more successful and quality care and patient safety would see significant improvements. The Handbook of Research on Patient Safety and Quality Care through Health Informatics highlights current research and trends from both professionals and researchers on health informatics as applied to the needs of patient safety and quality care. Bringing together theory and practical approaches for patient needs, this book is essential for educators and trainers at multiple experience levels in the fields of medicine and medical informatics.

This CRM masterclass gives you a proven approach to modern customer relationship management Key FeaturesProven techniques to architect CRM systems that perform well, that are built on time and on budget, and that deliver value for many yearsCombines technical knowledge and business experience to provide a powerful guide to CRM implementationCovers modern CRM opportunities and challenges including machine learning, cloud hosting, and GDPR complianceBook Description CRM systems have delivered huge value to organizations. This book shares proven and cutting-edge techniques to increase the power of CRM even further. In The Art of CRM, Max Fatouretchi shares his decades of experience building successful CRM systems that make a real difference to business performance.

Through clear processes, actionable advice, and informative case studies, The Art of CRM teaches you to design successful CRM systems for your clients. Fatouretchi, founder of Academy4CRM institute, draws on his experience over 20 years and 200 CRM implementations worldwide. Bringing CRM bang up to date, The Art of CRM shows how to add AI and machine learning, ensure compliance with GDPR, and choose between on-premise, cloud, and hybrid hosting solutions. If you're looking for an expert guide to real-world CRM implementations, this book is for you. What you will learn: Deliver CRM systems that are on time, on budget, and bring lasting value to organizations. Build CRM that excels at operations, analytics, and collaboration. Gather requirements effectively: identify key pain points, objectives, and functional requirements. Develop customer insight through 360-degree client view and client profiling. Turn customer requirements into a CRM design specification. Architect your CRM platform. Bring machine learning and artificial intelligence into your CRM system. Ensure compliance with GDPR and other critical regulations. Choose between on-premise, cloud, and hybrid hosting solutions. Who this book is for: CRM practitioners who want to update their work with new, proven techniques and approaches. This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM. New material on big data and the use of mobile technology. An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today. A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole. Cutting edge examples and images to keep readers engaged and interested. A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers. With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management. Make Social CRM work! This book presents the first proven framework and step-by-step methodology for driving maximum value from Social CRM throughout sales, marketing, customer service, and beyond. Barton Goldenberg, the field's #1 expert, offers a proven, four-step methodology for succeeding with Social CRM work in any B2B, B2C, or B2B2C organization. You'll learn how to integrate people, process and technology to optimize relationships with every customer, achieve seamless collaboration across customer-facing functions, and make the most of today's leading social platforms. Goldenberg shows how to: • Systematically harvest information from Social Media conversations and communities: Facebook, Twitter, LinkedIn, Google+, and beyond • Integrate this information into expanded customer profiles • Use these profiles to personalize customer service, marketing messages, and sales offers far more effectively. Goldenberg assesses the changing impact of social media on customer relationships, identifies smarter ways to profitably integrate it throughout your business, guides you through Social CRM planning and implementation, and examines key challenges and opportunities in leveraging Social CRM after you've deployed it. You'll find practical advice on issues ranging from strategy to software selection, vendor negotiation to team development and day-to-day operations. Goldenberg concludes by previewing the future of Social CRM — and the fast-changing customer tomorrow's systems must serve. For all executive decision-makers, managers, and implementers who are involved in, planning, or considering Social CRM initiatives.

People, Technology, Strategy Eighth Edition

Diverse Methods in Customer Relationship Marketing and Management

Global Leadership

CRM

How Analytics Is Revolutionizing the Casino and Hospitality Industry

Quality Management Practices for Global Excellence

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. By developing positive relationships with consumers, businesses can better maintain their customers' loyalty. Diverse Methods in Customer Relationship Marketing and Management is a critical scholarly resource that examines how marketing has shifted to a relationship-oriented model. Due to this, there is an increased need for customer relationship marketing and management to emerge as an invaluable approach to strengthening companies and the customer experience. Featuring coverage on a wide range of topics such as relational marketing technology acceptance model, and consumer buying behavior, this book is a vital resource for marketing professionals, managers, retailers, advertising executives, academicians, and researchers seeking current research on the challenges and opportunities in customer relationship marketing and management.

The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management. Sales theory is experiencing a renaissance driven by a number of factors, including building profitable relationships, creating/delivering brand value, strategic customer management, sales and marketing relationships, global selling, and the change from transactional to customer relationship marketing. Escalating sales and selling costs require organisations to be more focused on results and highlight the shifting of resources from marketing to sales. Further the growth in customer power now requires a strategic sales response, and not just a tactical one. The positioning of sales within the organisation, the sales function and sales management are all discussed. The Handbook is not a general sales management text about managing a sales force, but will fill a gap in the existing literature through consolidating the current academic research in the sales area. The Handbook is structured around four key topics. The first section explores the strategic positioning of the sales function within the modern organisation. The second considers sales management and recent developments. The third section examines the sales relationship with the customer and highlights how sales is responding to the modern environment. Finally, the fourth section reviews the internal composition of sales within the organisation. The Handbook will provide a comprehensive introduction to the latest research in sales management, and is suitable for academics, professionals, and those taking professional qualifications in sales and marketing.

Services Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, Services Marketing: People, Technology, Strategy is suitable for students who want to gain a wider managerial view of Services Marketing.

Key Concepts in Strategic Management is one of a range of comprehensive glossaries with entries arranged alphabetically for easy reference. All major concepts, terms, theories and theorists are incorporated and cross-referenced. Additional reading and Internet research opportunities are identified. More complex terminology is made clearer with numerous diagrams and illustrations. With over 500 key terms defined, the book represents a comprehensive must-have reference for anyone studying a business-related course or those simply wishing to understand what strategic management is all about. It will be especially useful as a revision aid.

Key Concepts in Management

Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector

Maximizing Customer Relationships with Social Media to Gain Market Insights, Customers, and Profits

Strategies and Concepts for Building Enduring Customer Loyalty and Profitability

Proven strategies for modern customer relationship management

Digital Marketing That Actually Works is your roadmap to understanding and implementing digital marketing that gets results. This book takes you from digital marketing strategy to channels to tactics to tools to measurement to prioritization - giving you a strong foundation in how to use digital marketing to grow your business, brand or organization. This book is for business professionals and marketers who want a strong grasp of the core concepts in digital marketing - what they are, how they work and how to implement them for growth. Covering strategy, best practices and implementation, this is The Ultimate Guide with no hype - just solid strategies, tactics and tools that actually work. Who can benefit from this book? - MARKETERS AND AGENCIES - Wanting to implement digital marketing best practices and round out their digital knowledge. - CEOs AND EXECUTIVES - Needing a solid understanding of how to strategically use digital to fuel their growth. - ENTREPRENEURS AND STARTUPS - Wanting to harness the power of digital marketing to grow their business. - BRAND MANAGERS - Needing to understand how to best use digital marketing strategically and drive better results. - AGENCIES - Wanting to provide lasting value for their clients with a comprehensive approach to digital. - BUSINESS PROFESSIONALS - Wanting to have a solid understanding of the fastest growing area of marketing and business growth. - DIGITAL TRANSFORMATION TEAMS - Looking to be sure that core areas of digital are used strategically to fuel business growth. This book covers the core aspects of digital marketing: - How to build a plan - Creating a digital marketing strategy - Assessing the digital landscape - Defining your target audience for digital - Digital content strategy and optimization - Social Media Marketing - Digital Advertising - SEO (Search Engine Optimization) - Websites - Conversational marketing (reviews, influencers, advocates and more) - Email marketing - CRM - Mobile marketing (including Messenger and Chatbots) - Digital marketing measurement - Digital marketing analytics and optimization - Digital ROI (return on investment) - Prioritizing digital marketing - Building your digital marketing plan. If you want to take your digital marketing knowledge and results to the next level read this book! Based on over 10 years of working with businesses on digital marketing, Digital Marketing that Actually Works is a comprehensive guide to everything a savvy business professional or marketer should understand about digital marketing. There is no hype. No gimmicks. Just clear, practical, actionable content based on what actually works to grow businesses. As a BONUS this book includes a FREE DOWNLOAD action planner and additional resources to help you implement what you learn.

Gambling has been with us since ancient times and it is unquestionably here to stay. Although Poseidon, Zeus and Hades may no longer be dividing the world up in a game of dice, flocks of tourist still flood through the gates of Las Vegas' Caesars, Atlantic City's Taj Mahal and Macau's oddly named casino Greek Mythology. In Double Down On Your Data, author Clive Pearson reveals that we have entered a brave new world of gambling and entertainment, a world where casino executives can cull through their casino's in-house patron data and discover who are their most profitable patrons. Armed with this information, these casino executives can then market to their most valuable patrons in a highly personal way, thereby creating a long and lasting — and usually highly profitable — relationship. Double Down On Your Data teaches casino executives how best to manage their customer relations as today they are faced with a gambler who is much more sophisticated than the ancient Roman soldier who tossed a coin in the air and called "Heads or Ships."

Inhaltsangabe: Abstract: This thesis discusses the validity of Customer Relationship Management for luxury skin care brands in the selective cosmetics sector. Luxury skin care brands face limitations in applying CRM strategies due to their selective distribution strategy. The value of CRM is determined by analyzing communication tools, CRM opportunities and limitations. The example of Club Biotherm, a luxury skin care brand's customer loyalty program, illustrates the findings, and recommendations are made in order to successfully implement a CRM strategy. Key Words: Customer value, Customer segmentation, Customer loyalty, Communication tools, Direct Marketing, Customer loyalty programs, Channel conflict management. Zusammenfassung: In der vorliegenden Diplomarbeit wird die Gültigkeit von Customer Relationship Management für Luxusmarken der Selektiven Kosmetik untersucht. Bei der Umsetzung von CRM Strategien werden Luxuskosmetikmarken mit Grenzen konfrontiert, welche durch das selektive Vertriebssystem entstehen. Die Wertigkeit von CRM wird anhand der Kommunikationsmaßnahmen, Chancen und Grenzen analysiert. An dem Beispiel des Club Biotherm, einem Kundenbindungsinstrument einer selektiven Luxuskosmetikmarke, werden die Ergebnisse erlättert sowie Handlungsempfehlungen entwickelt, um eine CRM Strategie erfolgreich durchzuführen. Schlüsselbegriffe: Kundenwert, Kundensegmentation, Loyalität, Kommunikationsmaßnahmen, Direkt Marketing, Kundenbindungsprogramme, Vertriebsmanagement. Inhaltsverzeichnis: Table of Contents: ABSTRACT I LIST OF ABBREVIATIONS III TABLE OF CONTENTS IV LIST OF FIGURES AND TABLES VI APPENDIX VII 1. INTRODUCTION 1 1.1 PROBLEM AND OBJECTIVE 1 1.2 STRUCTURE 2 2. CORNERSTONES OF CUSTOMER RELATIONSHIP MANAGEMENT 3 2.1 IMPORTANT CUSTOMER RELATIONSHIP MANAGEMENT FACTORS 4 2.1.1 Customer Value 4 2.1.2 Customer Segmentation 6 2.1.3 Customer Loyalty 9 2.2 COMMUNICATION TOOLS WITHIN A CRM STRATEGY 15 2.2.1 Communication Channels 15 2.2.2 Customer Loyalty Programs 18 3. CRM ANALYSIS IN THE LUXURY SKIN CARE MARKET 21 3.1 THE LUXURY SKIN CARE MARKET 21 3.2 RESEARCH QUESTION AND RESEARCH DESIGN 23 3.3 DATA COLLECTION AND INTERVIEW DESIGN 25 3.4 LIMITATIONS IN THE CHOSEN APPROACH 27 3.5 RESULTS OF THE CRM ANALYSIS 27 4. INTERPRETATION OF THE CRM ANALYSIS IN THE LUXURY SKIN CARE MARKET 31 4.1 INTERPRETATION OF COMMUNICATION TOOLS 31 4.1.1 Case study Club Biotherm 31 4.1.2 Direct Mail 33 4.1.3 Telemarketing 34 4.1.4 E-Mail Marketing 35 4.1.5 Online [...]

The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics. Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations. Emerging Innovative Marketing Strategies in the Tourism Industry is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry. This publication features valuable, research-based chapters across a broad range of relevant topics including, but not limited to, consumer search behavior, customer relationship management, smart technologies, experiential tourist products, leisure services, national brand images, and employment generation.

The Foundation of Contemporary Marketing Strategy

Encyclopedia of Digital Government

The Ultimate Guide to the Efficient Use of CRM

Handbook of Research on Smart Technology Applications in the Tourism Industry

Containing more than 250 articles, this three-volume set provides a broad basis for understanding issues, theories, and applications faced by public administrations and public organizations, as they strive for more effective government through the use of emerging technologies. This publication is an essential reference tool for academic, public, and private libraries.

Key Concepts in Management is one of a range of comprehensive glossaries with entries arranged alphabetically for easy reference. All major concepts, terms, theories and theorists are incorporated and cross-referenced. Additional reading and Internet research opportunities are identified. More complex terminology is made clearer with numerous diagrams and illustrations. With over 500 key terms defined, the book represents a comprehensive must-have reference for anyone studying a business-related course or those simply wishing to understand what management is all about. It will be especially useful as a revision aid.