ZAHRA MANSOORI

Preferences

Customer Relationship Management

Campaign Management

Campaigns: User Awareness

Campaign Management Application

References
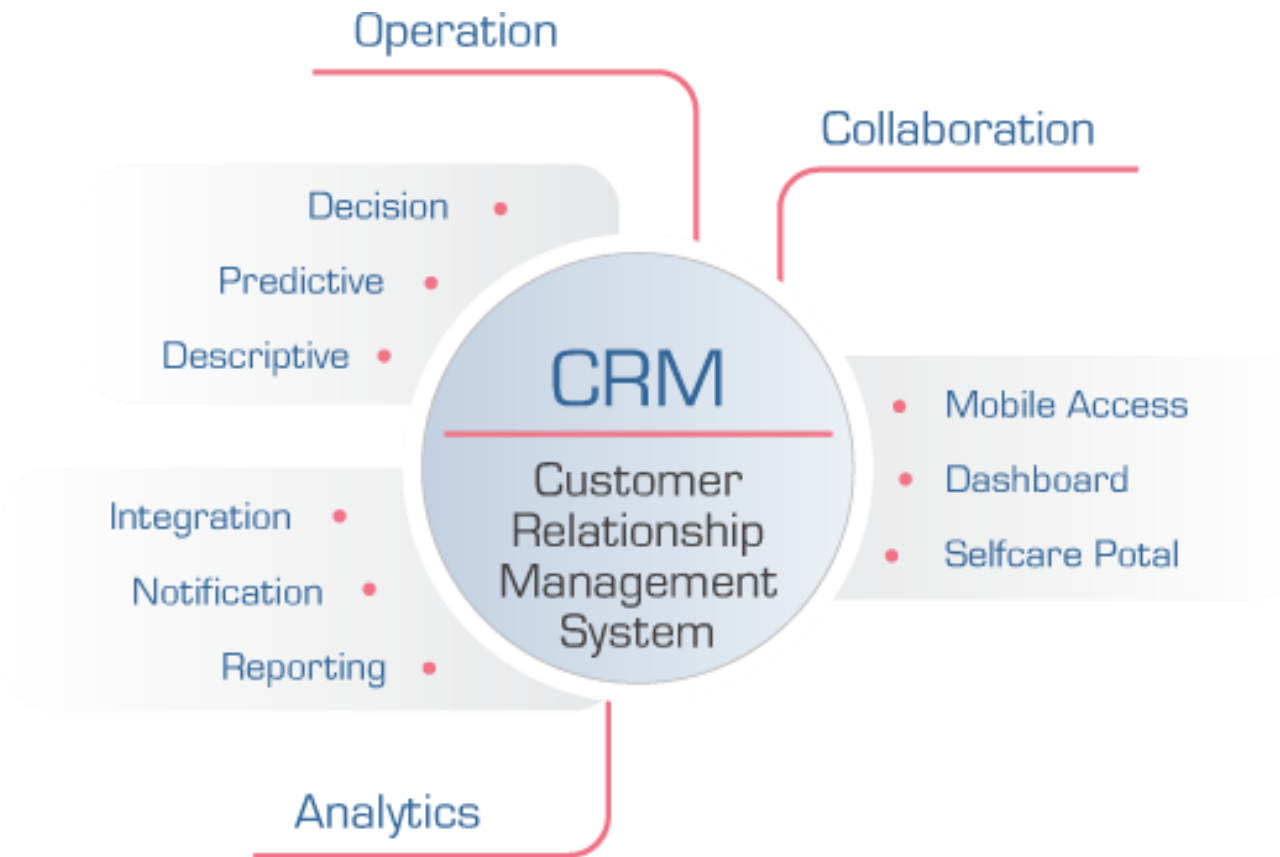
Customer Relationship Management

Customer Relationship Management

Collaborative CRM

Communication Strategy Level

is the overall communication and coordination model of a customer life cycle between the channels and contact points

In this collaborative CRM approach, business processes and a central customer database are drivers for success

Operational CRM

Business Strategy Level

is the automation of the customer-oriented front-end

- marketing
- sales
- service

Processes and their integration with back-office systems

Analytical CRM

Marketing Strategy Level

is the analyses of the data created with operational CRM

to better meet the needs and desires of customers

For example, relations between events and buying behaviors are analyzed, typically in a data warehouse (possibly with neural network capabilities)

Existing Systems

Analytical CRM

Sales

Marketing

Services

Operational CRM
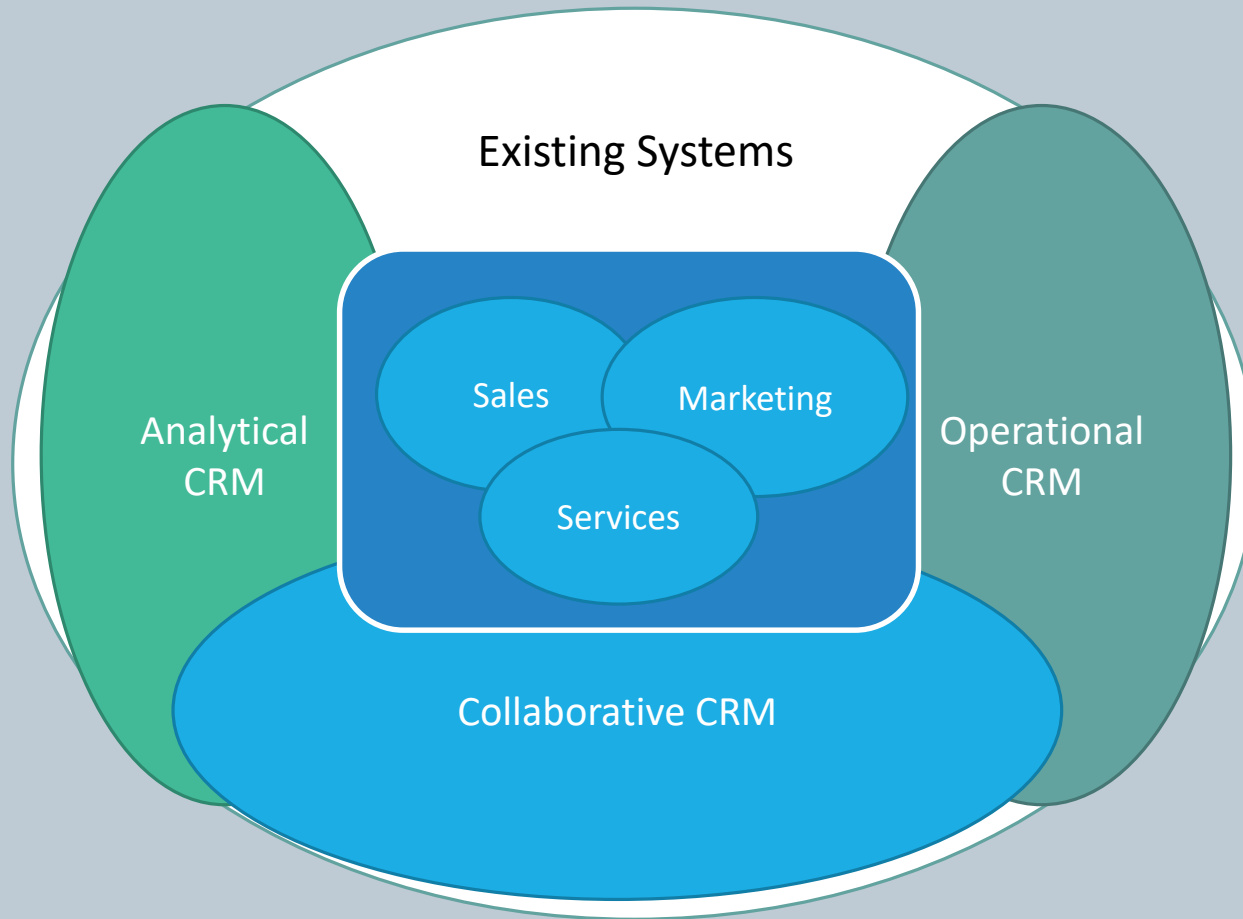
Collaborative CRM

CRM Types and relationships
Operational, Analytical and Collaborative CRM Relationship

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Lead Management	Pipeline or Opportunity Management	Account Management
Contact Management	Sales Activity Tracking	Quotation and Proposal Management
Marketing Campaign Management	Customer Service	Customer Collaboration Tools
	Sales Territory Management	

10 CRM Functionalities

10 CRM Functionalities – cont.

1. Lead Management

Tracking leads generated for the business

2. Pipeline or Opportunity Management

Tracking information of prospect as an Opportunity

3. Account Management

Tracking all companies/organizations you work with, these can be prospects, clients/customers, referral sources, or general business connections

10 CRM Functionalities – cont.

4. Contact Management

Tracking all people you do business with., these can be prospects, clients/customers, referral sources, or general business connections

5. Sales Activity Tracking

These are the tasks you need to do/complete in order to move a sale forward

10 CRM Functionalities – cont.

6. Quotation and Proposal Management

Some CRM systems allow for you to produce quotes/proposals listing out the line items of each product/service, capturing information about other specifics of the possible deal. These can then be sent to the prospect right from the CRM system

7. Marketing Campaign Management

This area of CRM allows you to track your success rate for all marketing-related activities of the company.

10 CRM Functionalities – cont.

8. Customer Service

If you need to track cases, tickets, issues, etc. for your company, the Customer Service area of CRM can be your best friend.

9. Customer Collaboration Tools

Many CRM systems have ways to allow customers and employees to interact with one another through various mediums

10. Sales Territory Management

It allows leads to be created and automatically assigned to the appropriate sales rep. It also allows leads/accounts to be reassigned from one rep to another without updating each individual record

Campaign Management

Introduction

Campaign definition in Cambridge Dictionary

/kæmˈpeɪn/: A planned group of especially political, business, or military activities that are intended to achieve a particular aim

Campaign Management Application definition in TMForum:

The Campaign Management applications are responsible for managing the lifecycle of marketing campaigns, sometimes referred to as "closed loop marketing"
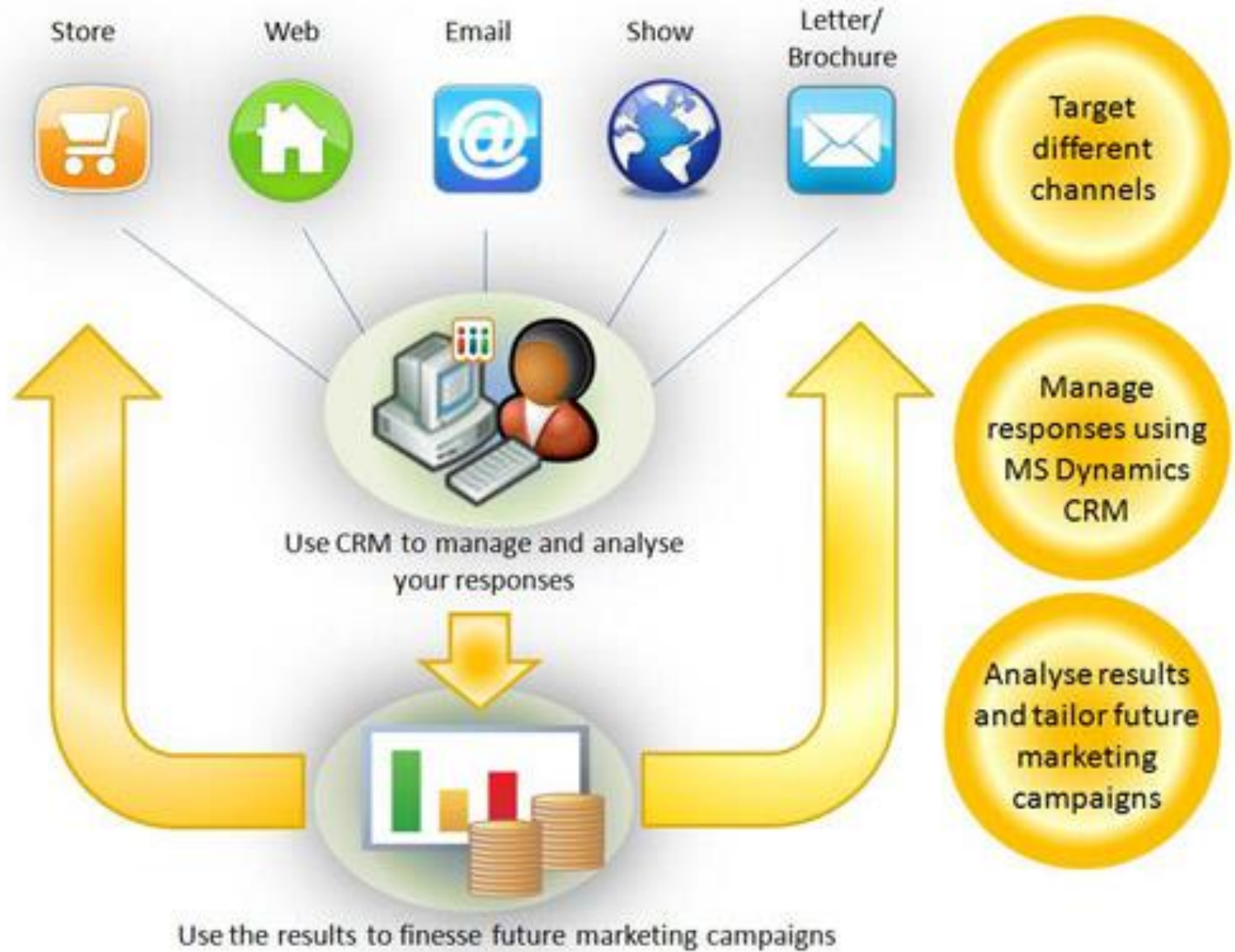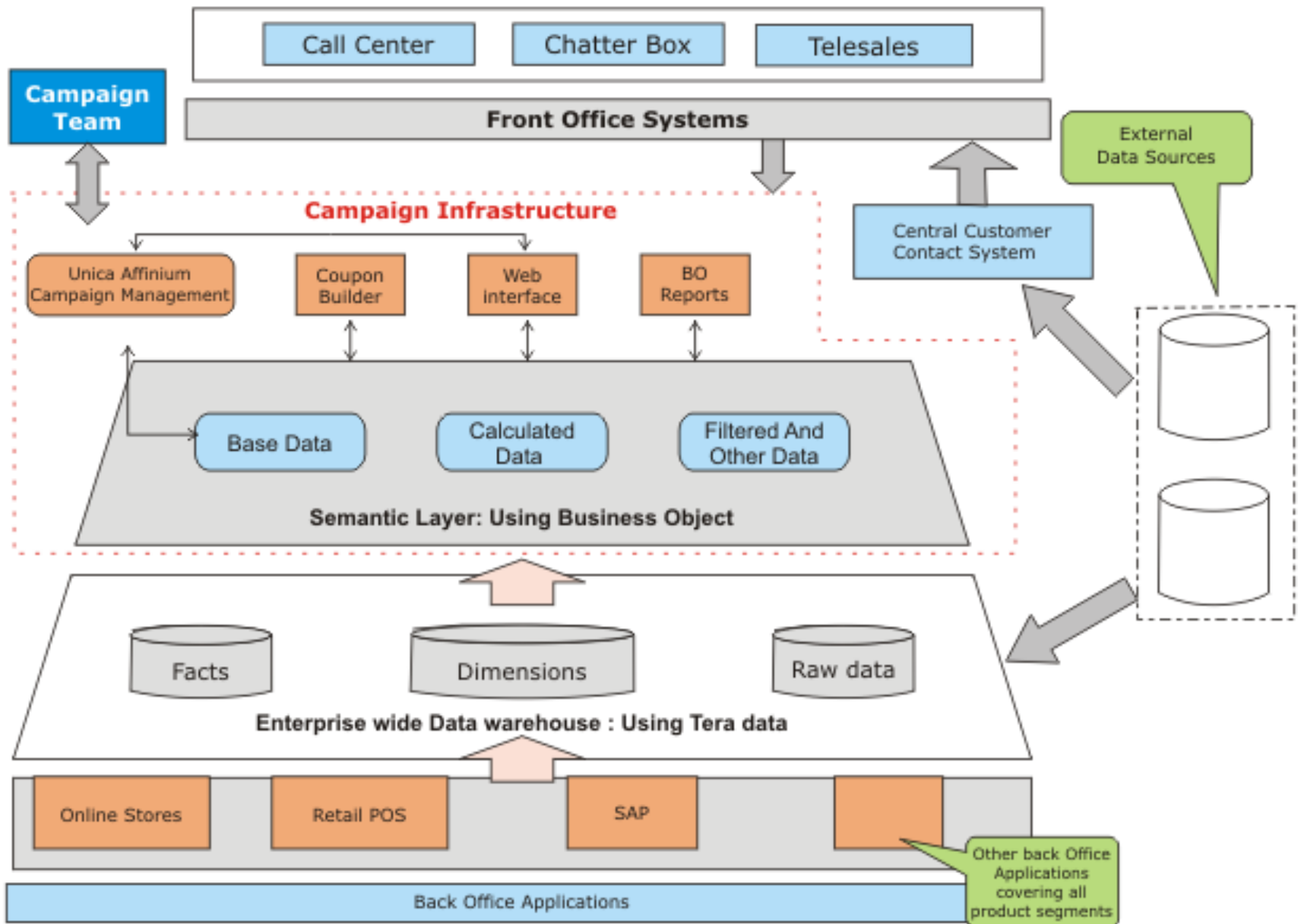
Introduction – cont.

Campain Management Application definition in Gartner IT Glossary:

Campaign management applications help organizations segment, target and manage multichannel marketing messages. Elements of functionality include data mining, customer segmentation, customer-event triggering, next-best-action recommendation engines and campaign optimization.

Store   Web   Email   Show   Letter/Brochure

Target different channels

Use CRM to manage and analyse your responses

Manage responses using MS Dynamics CRM

Use the results to finesse future marketing campaigns

Analyse results and tailor future marketing campaigns

Campaigns: User Awareness

Inbound vs. Outbound Marketing

Outbound Marketing:

- Any marketing that pushes products or services on customers
- Communication is one-way
- Customer are sought out via print, TV, Radio, Banner, advertising, cold calls
- Marketer provides little to no added values
- Marketers Rarely seek to entertain or educate

Inbound vs. Outbound Marketing

Outbound Marketing:

- Any marketing tactics that relies on earning people's interest instead of buying this
- Communication is interactive and two-way
- Customers come to you via search engines, referral, social media
- Marketing provide value
- Marketers seek to entertain or educate

Multi-channel Marketing

Multi-channel means having a presence on more than one channel or platform. For example, if you're marketing your products on your website, in person, and via catalogs, then you're conducting multi-channel marketing.

Cross-channel Marketing

Cross-channel on the other hand means that you're *seamlessly and interchangeably* using multiple channels to market, sell, and interact with customers. For instance, when a customer uses your mobile app to look at a product but doesn't complete the purchase, you can use a cross-channel approach to remarket that product by serving up ads for it even when the customer is on another channel or platform (say email or social media).

Campaign Management Application

Gartner 2014 Magic Quadrant

2014 Magic Quadrant for Multichannel Campaign Management

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