

Comprehensive CRM & Database Marketing

Course Type

In-Person Certification

Duration

2 Days

Course Overview

If you are new to database marketing or need help deciphering how best to mine your data, this is the course for you. Database marketing is at the core of all customer relationship management (CRM) efforts. This exciting seminar will prepare you to identify opportunities within your database. You will master methodologies to acquire new customers and develop long-term loyalty. With successful CRM, you'll be able to profile your prospects, understand their needs, and build meaningful relationships by providing the most suitable products and highest level of customer service.

Topics

- Introduction, overview, and building the foundation of database marketing
- Tapping into your database with effective reporting and profiling
- Mining the database with advanced analytics
- Classification techniques to leverage marketing opportunities
- Using predictive modeling to enhance targeted marketing
- Leveraging customer lifetime value for strategic decisions

Course Outline

Day 1: 9:00 A.M. – 5:00 P.M.

Please arrive 30 minutes early to check in.

Database Marketing: An Introduction and Strategic Overview

- What is database marketing? How is it different from direct marketing and CRM?
- What are the key benefits?
- Is database marketing likely to succeed in your industry?
- What are the key phases of database marketing?

The Role of Strategy and Planning

- Conduct situation analysis including resource assessment and market factors
- Set quantifiable marketing objectives
- Develop long-term strategy for reaching the marketing objectives
- Establish marketing programs for pricing, promotion, product, and placement
- Create methods to test, track, and compare performance to objectives

Building the Foundation: A Marketing Database

- Test your knowledge: What are the different types of marketing databases?
- What are the key components of a marketing database?
- Learn about the different types of available data and sources
- Know the sources of data that can enhance your marketing database
- Clear up confusion about Customer Data Integration (CDI)

- Define and explain the importance of CDI
- Understand the value of data marts
- Find out the key processes in database development
- Learn about key considerations in building marketing database capabilities
- Management decisions such as in-house vs. outsourcing
- Technical issues such as database models, application software, and platforms
- Eye-opening examples

Tapping into the Database with Effective Reporting, Profiling, and BI

- The role of business intelligence in database marketing
- Test your knowledge: What is the difference between reports, queries, OLAP, BI, dashboards, and “What If” scenarios?
- Everyday applications of profiling
- Understand the building blocks: Recency, Frequency, Monetary Analysis (RFM)

Mining the Database with Advanced Analytics: Overview

- What is data mining?
- What are the most frequently used data mining techniques?
- Test your knowledge: Statistical vs. Artificial Intelligence Techniques
- How others are applying data mining to solve problems

Identifying Segments within the Database

- Applying Segmentation for Enhancing Relevance and Personalization
- Basic concepts and types of segmentation
- What and why do marketers segment?
- How to create segments using Cluster Analysis
- The role of the marketer in developing a segmentation scheme
- Real world applications: Strategic customer segmentation

Learning Classification Techniques to Leverage Marketing Opportunities

- A simple way to think about classification and CHAID
- Comparing CHAID to regression-based approaches
- Examples and applications

Using Predictive Modeling to Enhance Targeted Marketing

- Basic principles of predictive modeling
- Most frequently used types of models
- Key steps in model development
- What marketers need to know about modeling
- Comparison of modeling techniques: Regression vs. Neural Networks
- Compute the ROI on a predictive model
- Everyday applications of predictive modeling

Day 2: 9:00 A.M. – 4:00 P.M.

Using Association and Sequences for Optimizing Bundles, Offers and Placement

- Basic concepts underlying Association and Sequence Analysis
- Frequently used applications: Market basket analysis/product affinity analysis
- The most important things to understand about product affinity analysis
- How measuring product affinity can pay off later
- Real-life success stories

Leveraging Customer Lifetime Value for Driving Strategic Decisions

- What the fuss about Customer Lifetime Value is all about
- How do you estimate it?
- Improve your decision-making using Customer Lifetime Value

- Make accurate predictions about business growth
- How to apply Customer Lifetime Value in your business
- Examples and applications

Testing and Experimental Design

- Statistically valid ways of setting up test cells
- From A/B testing to multivariate optimization
- How testing increases response rates from campaigns

Managing Campaigns and Contact Strategies

- What you may not understand about contact strategy
- Why you should segment, target, and manage contact strategies
- Multi-step targeting: Making it work
- Multichannel integration: The wave of the future
- The secrets of contact strategy optimization
- Steps to effective campaign management

Putting It All Together

- Dive deep into effective CRM and database marketing: The benefits, costs, trends, issues, and success factors

Outline is subject to change.

Registration Rates

DMA member	\$1,399
Non-member	\$1,699

Location Dates

New York	June 4-5, 2012
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Instructor

Devyani Sadh, Ph.D.
CEO, Data Square

As CEO at Data Square, Dr. Sadh, has successfully spearheaded numerous programs for CRM and Data Infrastructures, Hygiene, BI, Predictive Analytics, Digital Integration, Campaign Management, Marketing Automation and CRM Strategy consulting for clients such as Adobe, Cisco, IBM, The Jones Group, JP Morgan Chase, Kraft General Foods, Red Door Spas, Oppenheimer Funds, Sony and USTA.

A recognized industry expert, Dr. Sadh is chair of the DMA's Analytics Council, adviser, judge, board member and thought leader at national conferences, councils, and competitions. She has spent many years teaching at top-tier universities such as New York University and the University of Connecticut. She has published several articles and speaks at premier conferences on topics such as CRM, Campaign ROI, Integration of Primary and Secondary Research via Modeling, Analytically-driven Customer Acquisition and Retention, Digital Integration, Social Media Analytics, and Customer-Centricity.