

Relationship Marketing

Course Type

Online

Duration

90 Minutes

Module Overview

A tried-and-true element of today's direct marketing is a focus on the needs and wants of the customer. In this course, you'll learn to define your most valuable customer and build and maintain those relationships. Discover ways to segment your list to achieve the greatest value from each customer, manage relationships with your key customers, and focus on customer needs to achieve maximum loyalty.

Module Objectives

- Recognize elements that make an organization customer-centric
- Identify your most valuable customers
- Learn to communicate the appropriate message to your customer based on their life cycle stage
- Maintain your relationship with the most valued customers through loyalty and rewards programs
- Win-back your defected customers
- Introduce customer relationship systems

Module Outline

The Customer-Centric Organization

- How to transition to customer-centric
 - Recognize the relationship between customers and profit
 - Coordinate the conflicting goals of marketing functions
 - Transition from product-centric to customer-centric
 - Empower employees: *"unengaged employees don't create engaged customers"*
 - The customer-centric checklist
- Customer equity
 - How profits come from customer equity
 - Drivers of customer equity
 - Profitability and retention as measures of customer equity
- Customer value
 - Differentiating customer groups based on value
 - Calculating customer value example
 - Recognizing the most valuable customers

Building and Maintaining the Relationship

- Managing customer lifecycles
 - Target
 - Acquire
 - Convert
 - Serve
 - Grow
 - Retain

- Win-back
- Loyalty and satisfaction
 - Identifying the nature of loyalty and satisfaction
 - Creating loyalty and reward programs
 - Elements of successful loyalty and reward programs
 - Program tools
 - Tips for motivational loyalty and reward point systems
 - Measuring the success of loyalty and reward program
- Case study: American Airlines
- Case study: Harrah's Total Rewards.
- Managing customer win-back programs
 - Customer win-back strategies
 - Customer defection

Customer Relationship Management (CRM)

- CRM as a system, not a software program
 - CRM is a business strategy
 - What CRM systems do
 - Factors in CRM: people, process, and technology
- Automation of customer data
 - How CRM systems manage customer and marketing performance
 - The marketing dashboard
 - Customer scorecard

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Ron Jacobs

President, Jacobs & Clevenger

Ron Jacobs is president of Jacobs & Clevenger, a multichannel direct marketing communications agency that provides direct, database and digital marketing solutions. Founded in 1982, J&C helps clients optimize business value, while extending communications efficiency.

Ron is a marketing communications thought leader and frequent keynote speaker at conferences worldwide. He has won rave reviews for his fresh content that helps organizations rethink core practices and position themselves for next-level growth. Ron's clients include leading organizations in consumer goods, business marketing, information marketing, utilities, regulated and recently deregulated industries, trucks and heavy equipment, software and technology, financial services, retail, hospitality and travel industries.