



Workshop Overview

CRM is now a vital component of marketing. Working out how to customise your proposition based on segmentations of your customer base is a skill that needs to be implemented in all successful businesses. Planning your communications with different customers based on their needs will be covered.



Benefits

Developing and implementing a CRM plan, with the latest trends and developments covered. Rolling out campaigns and monitoring their effectiveness will also form a key part of the workshop, all while targeting key parts of your customer base. Data and information analysis will also be taught; how to reflect the data in innovative propositions is an important element of the process.

Outcomes & Content

- ✓ CRM plans and programmes
- ✓ Developing a CRM programme
- ✓ Latest trends and developments
- ✓ Objectives and goals
- ✓ Monitoring the effectiveness of your CRM
- ✓ Data and information analysis
- ✓ Audience segmentation
- ✓ Customer insights
- ✓ New customer propositions based on research
- ✓ CRM application across all digital channels
- ✓ Social media and CRM
- ✓ Segmentation of communications



Who should attend ?

The workshop will be beneficial to any marketers and communications professionals who need to garner new understandings of the customer base. These insights can then be deployed across a range of marketing and communications plans and programmes.

