



Workshop Overview

Managing your relationships with customers is vitally important and this workshop will take you through the best approaches to ensure they are well managed. How you communicate and work for your customers is key to ensuring their repeat business.



Benefits

Participants will gain an understanding of how to plan campaigns and use eCRM data and insights. The course will ensure you go away with a clear plan for your business that meets your exact needs, and can be easily and quickly implemented. This programme will cover everything from overall strategy to planning, monitoring, segmentation and content. Automating tasks and targeting customers by sector and behaviour will also be covered.

Outcomes & Content

- ✓ CRM planning
- ✓ Segmentation and targeting
- ✓ Monitoring and analysis
- ✓ Managing status and avoiding risk
- ✓ Who is the audience?
- ✓ Profiling based on data and information
- ✓ Database management
- ✓ Influencing and persuading the customer
- ✓ Developing high-quality written content
- ✓ Multi-channel approaches
- ✓ Email marketing
- ✓ Which social media platforms fit best?



Who should attend ?

Any marketers who need to find innovative ways to employ digital marketing for your business will benefit from this course. The course is designed for those with a solid understanding of marketing, but who want to take their digital marketing skills to the next level.

