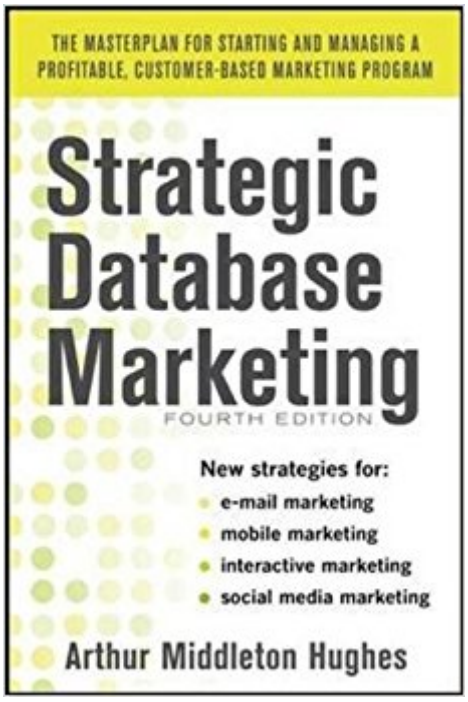
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Strategic Database Marketing 4e: The Masterplan For Starting And Managing A Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion)



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Synopsis

Use the latest digital technologies for lifelong customers and repeat sales Ã¢â ¬Å“Arthur Middleton Hughes is database marketingÃ¢â ¬â„¢s Great Explainer. He has a unique gift for taking complex subjects and breaking them down in ways people can easily understand. This is the most approachable book I have ever read on the subject.Ã¢â ¬Â•Ã¢â ¬â ¢Ken Magill, Publisher, The Magill Report Ã¢â ¬Å“Strategic Database Marketing is a must-read for anyone in CRM or e-mail marketing. The Customer Lifetime Value information and formula is critical to utilize. ArthurÃ¢â ¬â„¢s information makes it easy to update with your e-mail metrics and improve KPIs to know the success of each marketing program.Ã¢â ¬Â•Ã¢â ¬â ¢David Horwedel, eCRM Program Manager, Dell Ã¢â ¬Å“Arthur Hughes is truly a direct marketing database guru. This edition of Strategic Database Marketing [is a] must-read for any marketer in todayÃ¢â ¬â„¢s ever-changing environment.Ã¢â ¬Â•Ã¢â ¬â ¢Vicki Updike, President, Miles Kimball Company Ã¢â ¬Å“Strategic Database Marketing objectively challenges the very way we go about using our data and where we should be going in the future. It is an important, informative, and enjoyable read.Ã¢â ¬Â•Ã¢â ¬â ¢Matt Edgar, Founder, Global Marketing Alliance and publisher of Direct Marketing International Ã¢â ¬Å“Strategic Database Marketing provides the fundamentals of consumer data management that every marketer should know. ArthurÃ¢â ¬â„¢s insight into utilizing e-mail and social media both as a data source and communication medium is key to creating the highly relevant and targeted messaging that todayÃ¢â ¬â„¢s consumers demand.Ã¢â ¬Â•Ã¢â ¬â ¢Angela Sanchez, Sr. Director of Marketing, Universal Music Group Ã¢â ¬Å“Arthur Hughes describes how smart marketers amass the mounds of valuable customer data accumulated by their company, find common characteristics among those individuals, and then suggest a product or service that customers will be eager to purchase-even before they know they want to buy it.Ã¢â ¬Â•Ã¢â ¬â ¢Kathryn Kiritsis, Director Online Marketing, Avis Budget Group Ã¢â ¬Å“Read this book if you are looking to make sense of the complexities of database marketing in the digital world. Mr. Hughes has produced a tour de force.Ã¢â ¬Â•Ã¢â ¬â ¢Steve Cobden, CMO, Thompson & Company of Tampa, Inc. Ã¢â ¬Å“I have learned so much from Arthur Hughes over the years! This book is no exception. He continues not only to address theory, but also offer practical, measurable application.Ã¢â ¬Â•Ã¢â ¬â ¢Sue Coakley, Sr. Director, Customer Contact Strategy, Yahoo! About the Book: Since the previous edition of Strategic Database Marketing was published in 2006, digital tools like Google, e-mail, mobile devices, and social networking sites have completely changed the game. Customer outreach knows no boundaries, program management is more complex, and smart use of databases is absolutely critical to success. With these new

challenges, though, come great opportunitiesÃ¢â ¬â ¢and this thoroughly updated new edition has everything you need to seize them all. Retaining all the tips, tactics, and strategies that have made Strategic Database Marketing the go-to resource for marketers who take their craft seriously, this classic guide gives you the most current tools and techniques for gathering and measuring metrics and making accurate predictions with them. Completely revised and updated, this new edition covers all the foundational database marketing principles and practices, including: Lifetime value (LTV) Building profits with recency and frequency The off-e-mail sales multiplier Customer and subscriber acquisition Monetary (RFM) analysis Expanding retail store traffic Customer segmentation Analytics and modeling Loyalty marketing Measuring the impact of social media Testing and control groups Business-to-business database marketing All quizzes, forms, strategies, charts, and graphs are available online for instant reference and downloads. The book also enables you to calculate the lifetime value of your subscribers and customers and sample online databases to quantify your efforts. The personal customer information stored in your companyÃ¢â ¬â„¢s database files provides you with a unique and valuable competitive advantage. But are you using that information productively? Is your data difficult if not impossible for frontline employees to access when needed? Strategic Database Marketing, Fourth Edition, is a one-stop resource for making the best possible use of database marketing to meet your strategic goals while keeping up with the changing nature of the market.

Book Information

Series: Marketing/Sales/Advertising & Promotion

Hardcover: 608 pages

Publisher: McGraw-Hill Education; 4 edition (January 10, 2012)

Language: English

ISBN-10: 0071773487

ISBN-13: 978-0071773485

Product Dimensions: 6.2 x 1.8 x 9.5 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 7 customer reviews

Best Sellers Rank: #507,519 in Books (See Top 100 in Books) #109 inÃ Â Books > Textbooks > Business & Finance > Sales #731 inÃ Â Books > Textbooks > Business & Finance > Marketing #748 inÃ Â Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

Customer Reviews

Arthur M. Hughes is the founder and vice president of The Database Marketing Institute, Ltd. and a senior strategist at Silverpop. He has designed and maintained marketing databases for Fortune 500 companies and other organizations for the past 30 years.

This book *shouldn't* be considered a groundbreaking book, but it *is*.This book covers what I believe should be the basics, but the reality is most marketing departments don't even come close to implementing the tactics outlined in this book, which cover everything from calculating lifetime value of a customer to tactics for communicating and creating loyalty.Email marketers will especially find this an indispensable resource, but it also informs every other aspect of marketing.The one drawback about the book to me is its heavy emphasis on e-commerceÃƒÂ¢Ã â ¬Ã â œI would have liked to see more examples on consumer services rather than just products (and maybe even some B2B examples).But that said, the principles within can be applied to just about any business model.This book was a game changer for my staff (I own an Internet marketing agency focused on creating online campaigns for companies targeting boomers and seniors).I found that Arthur Hughes does a good job balancing statistics and formulas with how to actually treat a consumer so as to establish a meaningful relationship with themÃƒÂ¢Ã â ¬Ã â œprinciples that are core to the work we do for our clients.

Overall, a good intro to database marketing, but the stats and examples are slightly outdated.

If you're a software developer or marketer, you will benefit from reading this book. I highly recommend it to everyone.

The book is an excellent reference tool for data base marketing specialists, with some very useful data on response rates, guidelines to basic CRM metrics, etc. In my opinion author sometimes focuses too much on email. Sure enough it's an excellent tool in many cases, but hardly the only one working. Also recommendations are most useful for online stores or for companies where most of the sales happen online, for businesses where the link between purchase and online communication is not so strong there could have been more advice.

I applied some idea from this book in my company and showed it to department head...he said it's very usefl and effective, so you do learn something here!!

It is an excellent book.It is very easy to read and comprehensive.I like it, I recommend this book.

What is says on the back cover of the book:Arthur Middleton Hughes is database marketing's Great Explainer. He has a unique gift for taking complex subjects and breaking them down in ways people can easily understand. He focuses on practical solutions to the most common challenges and then takes the reader step-by-step through everything they need to know to get their database-marketing programs up, running and humming. It is the most approachable book I have ever read on the subject.Ken Magill, publisher The Magill ReportStrategic Database Marketing is a must read for anyone in CRM or email marketing. The Customer Lifetime Value information and formula is critical to utilize. Arthur's information makes it easy to update with your email metrics and improve KPI's to know the success of each marketing program.David Horwedel Dell eCRM Program ManagerArthur Hughes is truly a direct marketing database guru. This 4th version of Strategic Database Marketing translates database marketing disciplines for today's multi-channel, interactive marketing world. A must read for any marketer in today's ever changing environment. This book will give you the tools to unlock hidden pockets of profitability in your marketing plans.Vicki Updike, President, Miles Kimball CompanyStrategic Database Marketing objectively challenges the very way we go about using our data and where we should be going in the future. It is an important, informative and enjoyable read.Matt Edgar Founder Global Marketing Alliance & Publisher of Direct Marketing InternationalStrategic Database Marketing provides the fundamentals of consumer data management that every marketer should know. Arthur's insight into utilizing email and social both as a data source and communication medium is key to creating the highly relevant and targeted messaging today's consumers demand.Angela Sanchez Sr. Director of Marketing Universal Music GroupArthur Hughes describes how smart marketers amass the mounds of valuable customer data accumulated by their company, find common characteristics among those individuals, and then suggest a product or service that customers will be eager to purchase -- even before they know they want to buy it. Hughes' fresh perspective clearly explains such data-driven strategies and tactics to build a loyal, highly profitable customer base.Kathryn Kiritsis Director Online Marketing Avis Budget GroupRead this book if you are looking to make sense of the complexities of database marketing in the digital world, and profit from building relationships with your customers. Arthur Hughes has a terrific background in developing and analyzing complex and sophisticated database marketing projects, and has the ability to explain the benefits and ROI of these programs succinctly. Mr. Hughes has produced a tour de force on how to truly capture the value in your customer file by utilizing all aspects of database marketing to increase loyalty, retention and sales in your

business."Steve Cobden. CMO Thompson & Company of Tampa, Inc.I have learned so much from Arthur Hughes over the years! This book is no exception. He continues to not only address theory, but also offers practical, measurable application. In this day of overflowing inboxes, we must all think outside of our corporate walls and put ourselves in the shoes of the recipient. Together, we can raise the bar, building relationships through relevance and respect for preferences.Sue Coakley, Sr. Director Customer Contact Strategy, Yahoo!

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