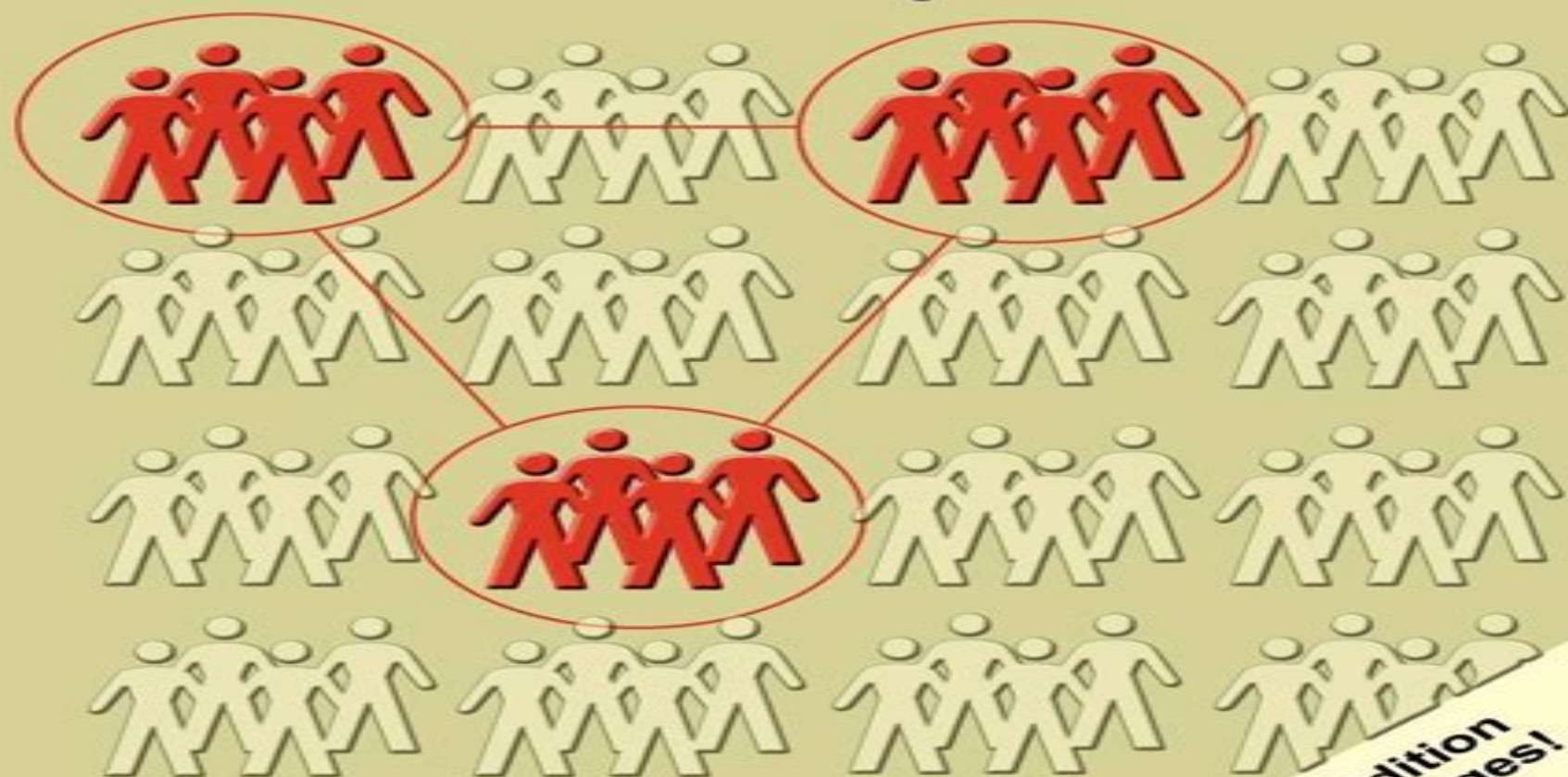


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Jim Novo

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Drilling Down Turning Customer Data Into Profits With A Spreadsheet:

Drilling Down: Turning Customer Data into Profits with a Spreadsheet Jim Novo, 2004-06-18 I spend a lot of time in marketing oriented discussion lists. If you do, you probably also sense the incredible frustration of people who keep asking about using their customer data to retain customers and increase profits. Everybody knows they should be doing it but can't find out how to do it. Consultants and agencies make this process sound like some kind of black magic, something you can't possibly do yourself. I disagree. I think the average business owner can do a perfectly decent job creating profiles and using them to retain customers and drive profits. Thus, the book. The examples provided are Internet specific but the methods can be used in any business where customer data is available. This book is about the down and dirty nitty gritty art of taking chunks of data generated by your customers and making sense of it, getting it to speak to you, creating insight into what types of marketing or general business actions you can take to make your business more profitable. We'll be talking about action oriented ideas you can generate on your own to drive sales and profits, ideas that will reveal themselves by analyzing your own customer data using only a spreadsheet. We have all heard how important it is to collect customer data to know your customer. What I don't hear much about is what exactly you DO with all that data once you have collected it. How is it used? What exactly is Drilling Down into the data supposed to tell me and what am I looking for when I get there? For that matter, what data should I be collecting and how will I use it when I have it? And how much is this process going to cost me? The following list outlines what you will learn and be able to do after reading the Drilling Down book: What data is important to collect about a customer and what data is not. How to create action oriented customer profiles with an Excel spreadsheet. How to use these profiles to plan marketing promotions. How to use these profiles to define the future value of your customers. How to use these profiles to measure the general health of your business. How to use these profiles to encourage customers to do what you want them to. How to predict when a customer is about to defect and leave you. How to increase your profits while decreasing your marketing costs. How to design high ROI Return on Investment marketing promotions. How to blow away investors with predictions of the future profitability of your business. Table of Contents Chapter 1 What's a Customer Profile Chapter 2 Data Driven Marketing Customer Retention Basics Chapter 3 The Language of Data The Science of Profit Chapter 4 Interactivity Changes the Rules of the Game Chapter 5 How to Build a Customer Profiling Spreadsheet Chapter 6 How to Profile Score Your Customers Chapter 7 Marketing Using Customer Scores Basic Approach Chapter 8 Using Customer Characteristics and Multiple Scores Chapter 9 Watching Scores over Time Customer LifeCycles Chapter 10 Customer Scoring Grids Profiling on Steroids Chapter 11 Calculating and Using LifeTime Value in Promotions Chapter 12 Turning Profiles into Profits the Staging Area Chapter 13 Turning Profiles into Profits the Financial Model Chapter 14 Turning Profiles into Profits Financial Tweaks Chapter 15 Measuring Success in Best Customer Promotions Chapter 16 Some Final Thoughts Seasonal Adjustments to Marketing Promotions Don't Fight Customer Behavior CRM Software and Customer

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permanently change how you think about analytics It provides specific recommendations for creating an actionable strategy applying analytical techniques correctly solving challenges such as measuring social media and multichannel campaigns achieving optimal success by leveraging experimentation and employing tactics for truly listening to your customers The book will help your organization become more data driven while you become a super analysis ninja **Strategies for**

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Abrosymova,2021-05-15 Content has a clear role in the marketing process It must aid the customer journey by moving readers from one stage of awareness to the next until they become leads In other words content develops leads If your content is going to fulfill its duty to turn readers into leads people need to actually read it So how can you write content that people will read From Reads To Leads teaches 11 principles that define how a content writer writes every draft Applying these principles to your writing will help you grab the right person's attention get your message across and move your reader down the marketing funnel The book comes with 40 writing exercises to each chapter to help you learn and practice several writing rules that will help you focus on writing content that makes readers act instead of writing content that sits on a server and gathers dust You'll discover How to understand what your readers need and how to write content that appeals to them How to get the desired response from your readers and move them down the marketing funnel How to figure out and communicate your key message and how to use it to take readers to the next stage of their journey How to creatively turn your content into a story with a three act structure How to write an outline that focuses your writing and kills your procrastination What makes writing clear and simple How to express your brand's personality and make your writing recognizable What makes content readable and how to get your readers to stay with you till the end The writer's role in the content writing process and how you should approach content collaborations How you should react when your work is ripped to shreds From Reads to Leads is a true roadmap to succeeding with content for copywriters content writers marketing managers and entrepreneurs curious why they're not making as many leads with their content as they know they should Website <https://www.readstoleads.com> Everything They've Told You about Marketing Is Wrong Ron Shevlin,2011-06-01 71 Things You Need To Know To Navigate The World Of Marketing 2.0 Are you sick and tired of reading the same old blah blah blah from so called marketing experts who just tell you stuff you already know Then you need to read this book A tell it like it is and tell you what it means guide to cutting through the morass of bad advice and poorly thought out ideas regarding the new world of marketing We could tell you more about it in this description but if you move your good for nothing lazy hand to the left you can browse through the book yourself **Predictive Modelling in Strategic Marketing** Purba Halady Rao,2008 In today's competitive environment the consumer occupies a predominant position in the eyes of a marketer or business organization The preferences and predilections of the consumers and their behaviour and choices are needed to be carefully analyzed as ultimately their purchase preferences will increase the market share of the company maximize its profit and enhance sustainability the most important goal of the company This book through predictive modelling theories focuses on identifying and profiling of target market segments developing positioning strategy and brand personality finding the consumer preferences offering marketing strategies and delivering value to the customer The predictive modelling theories discussed in the book help streamline the decision making process in order to efficiently target the preferred consumer segment The book further delineates the decision making process which is determined by the three approaches Heuristic

approach RFM analysis Statistical approach logistics regression and conjoint analysis and Data mining approach Chi square automatic interactive decision Software applications such as Excel SPSS and Answer Tree are used to explain the theories clearly *Analytical CRM* Markus Wübben,2009-02-26 Using empirical analyses on the basis of sound theoretical foundations Markus Wübben shows how customer relationships can be broadened i.e. how customers cross buying behavior can be stimulated and how customers relationship length and depth meaning customers activity and purchase levels can be predicted

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