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| ISBN                    | 1-63348-108-5   |
| Descrizione fisica      | 1 online resource (44 pages)  |
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| Soggetti                | Relationship marketing<br>Customer relations - Management   |
| Lingua di pubblicazione | Inglese   |
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| Livello bibliografico   | Monografia  |
| Nota di contenuto       | Intro -- Legal Notice -- How to Build a Strong CRM Database for Marketing -- Blending Marketing and Your CRM -- How to Improve Your CRM to Benefit Your Marketing -- How to Take Advantage of CRM Marketing Strategies -- Know the Benefits of Using CRM for Marketing -- 5 Tips to Increase Your Social CRM Success -- Benefits of CRM in Your Marketing -- How to Achieve Success with Social CRM -- CRM Experts Share 6 Top Marketing Tips -- How to Automate Your CRM Marketing -- CRM Marketing Needs to Align with Multiple Technologies -- Are You Ready to Use CRM in Your Marketing? -- Why Do Marketers Use CRM Systems for Their Metrics? -- Traditional CRM Software vs. Marketing Automation Software -- Social Media Changes CRM -- Take Advantage of CRM Marketing -- How to Automate Your Marketing Campaigns Using CRM -- Let Your Inbound Marketing Plan Define the CRM You Choose -- Incorporate Current Marketing Channels With CRM -- CRM and Email Marketing -- About Author. |
| Sommario/riassunto      | Enhance your customer support and truly differentiate yourself from your competition! There is no question about the impact great customer service has on an organisation. How to understand customers' needs will give you the tools to make a connection and build a relationship with your customer base. Today we may be providing a service, tomorrow we may be a receiving one; it is the   |

beauty of ...

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