

Data-Driven Decision Making

Unit 7: Database Marketing and Customer Relationship Management



Course Overview

- ▶ Unit 1: Introduction to Data-Driven Decision-Making
- ▶ Unit 2: Transforming to a Data-Driven Decision-Making Enterprise
- ▶ Unit 3: The Role of Leadership
- ▶ Unit 4: Types of Data
- ▶ Unit 5: Deriving Data Insights
- ▶ Unit 6: Creating Effective Visualizations
- ▶ **Unit 7: Database Marketing and Customer Relationship Management**
- ▶ Unit 8: Data-Driven Uses and Misuses



Unit 7 Learning Outcomes

- ▶ differentiate between customer lifetime value (CLV) and customer relationship management (CRM)
- ▶ analyze how businesses use database marketing to improve CRM
- ▶ evaluate the practical factors of database marketing that contribute to understanding consumer wants and needs



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit 7 Topics

- ▶ Database Marketing
- ▶ Customer Relationship Management (CRM)



Unit 7 Vocabulary

- ▶ customer activity
- ▶ customer-centric
- ▶ customer lifetime value
- ▶ customer management
- ▶ customer profile
- ▶ customer relationship management
- ▶ database marketing



Database Marketing

- ▶ Direct marketing technique
- ▶ Customer profile
- ▶ Customer activity
- ▶ Customer management
- ▶ Benefits of database marketing



Customer Relationship Management (CRM)

- ▶ CRM is a customer-centric approach to business
- ▶ Customer Lifetime Value (CLV)



Conclusion

Unit 7 Learning Outcomes:

- ▶ differentiate between customer lifetime value (CLV) and customer relationship management (CRM)
- ▶ analyze how businesses use database marketing to improve CRM
- ▶ evaluate the practical factors of database marketing that contribute to understanding consumer wants and needs



What's next?

Unit 8: Data-Driven Uses and Misuses

