Customer Acqu

6 th model

- https://www.youtube.com/watch?v=-SV1d8

- **Customer acquisition is the process of acqui
  business or converting existing prospect int**

Customer Acquisition and Ret

- Situation Analysis

Evaluate your existing approach to customer a
and make recommendations for finding profita
increasing the value of your current customers

- Market Segmentation

Analyze your market opportunity and identify
segments.

- Campaign Development

Create a robust marketing plan, ready for exec

Customer Acquisition and Ret

- Retention Marketing

Plan a dynamic ongoing customer retention st
personalized communications to increase the
customer base.

- Loyalty Programs

Analyze your customer segments and recomm
to reward your best customers, keep them bu
referrals.

Process of Customer acquisiti...

- 1. Gather customer Intelligence.
  - Gather customer data

- 2.Organize internal Acquisition-planning mee...

- 3.Build strategy around the ideal customer p...

- 4. make the most of the CRM

- 5.share the knowledge

Online customer Acquisition s

- Target prospects

- Improve direct mailing

- Using Analytical tools for customers segment

- Finding financial status of customers

- Coupons or discounts

- Royalty programmes

Profile of the customer-comp

- Geographical
- Demographical
- Psychographic
- Buyers behavior

Customer browsing behavior

- Entry
- Register
- Search
- Browse
- Select
- Add to cart
- Buy (billing)
- Exit

Aggregate Metrics for E-busin

- Hits/second

- Page views/day

- Click-throughs

- Unique visitors

- Revenue throughput

- loss

Customer Retention

- Identification of potential customers

- Analysis

- Streaming of targeting

- Contact strategies

- Testing

- Evaluation

Customer Retention strategy

- Financial bond
    - Discounts
    - Gifts
    - Membership
- Social bond
    - Special attention, informing about new service,
- Customization bond
    - Personalizing service, combination of services
- Structural bond

Online Customer Retention st

- Reducing attrition

- Loyalty programme

- Frequent communication

- Service

- Product of service integrity

- Retention emails

# A Model of Online Consumer Behavior
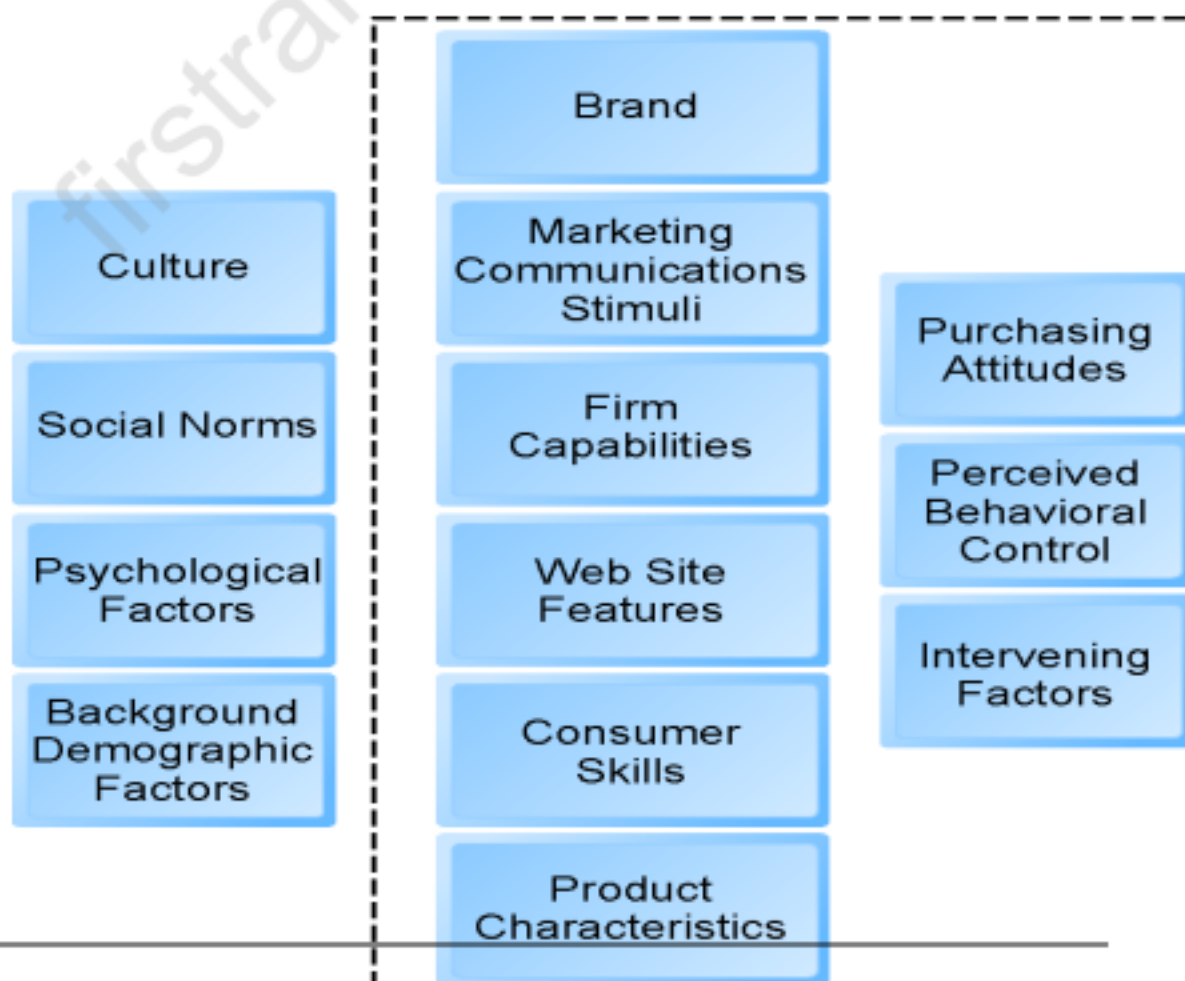
Shoppers: Browsers and Buyers

- About 63% of online users purchase onli[ne]
  research online, but purchase offline.

- Significance of online browsing for offline pu[rchase]
  should not be underestimated.

- E-commerce and traditional commerce are
  viewed by merchants and researchers as p[art of]
  consuming behavior.
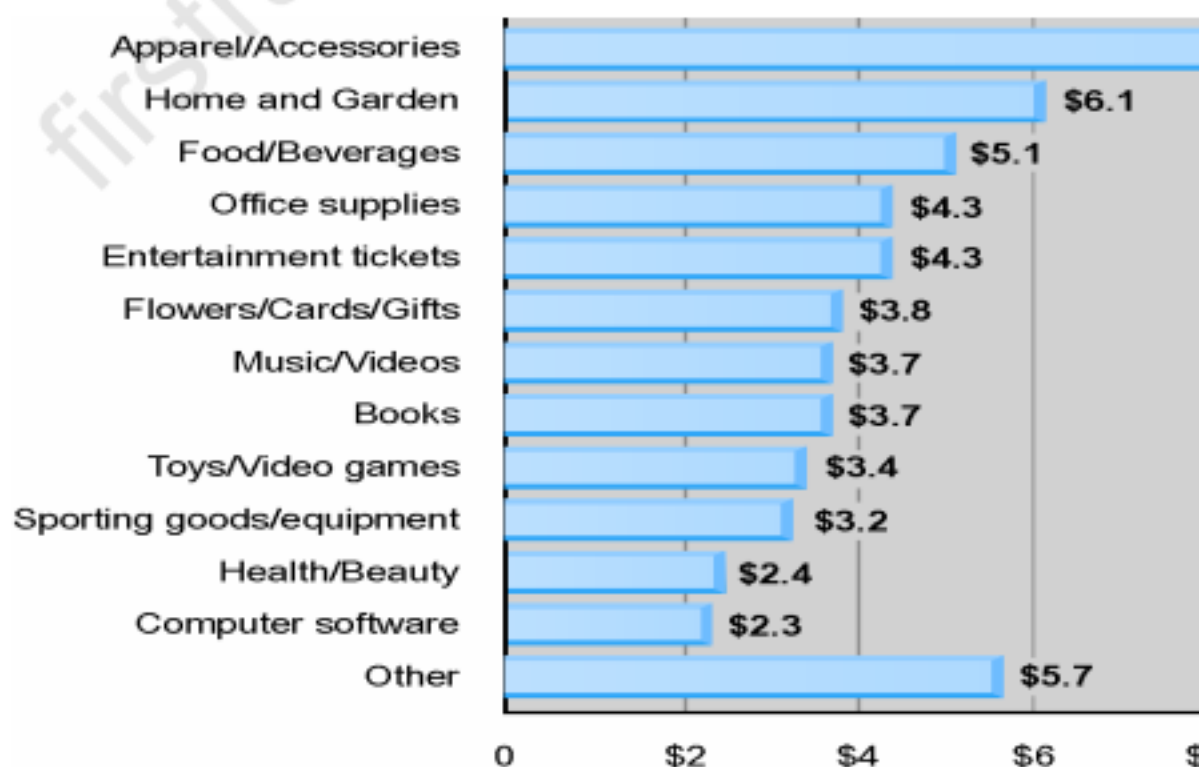
Online Shoppers and Buyers

Figure 7.5, Page 375

Did not shop or buy online
24.7%

Research, shop online
but did not buy
11.9%
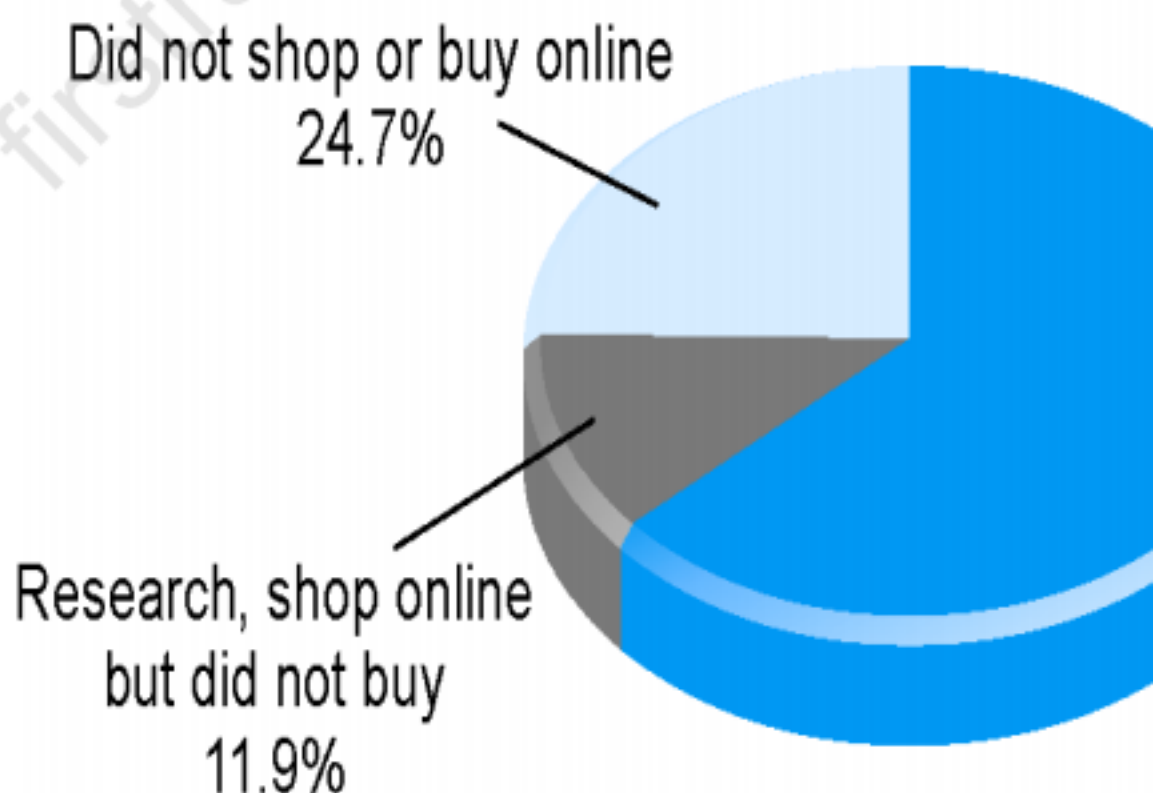
What Consumers Shop for and Buy (

- Online sales divided roughly into small tic
  items
  - Top small ticket categories (apparel, l
    supplies, software, etc.) have similar
    sold by first movers, small purchase p
    small, high margin items, broad selec
    available
  - Purchases of big ticket items (travel, c
    hardware, consumer electronics) exp

What Consumers Buy Online—Small Items

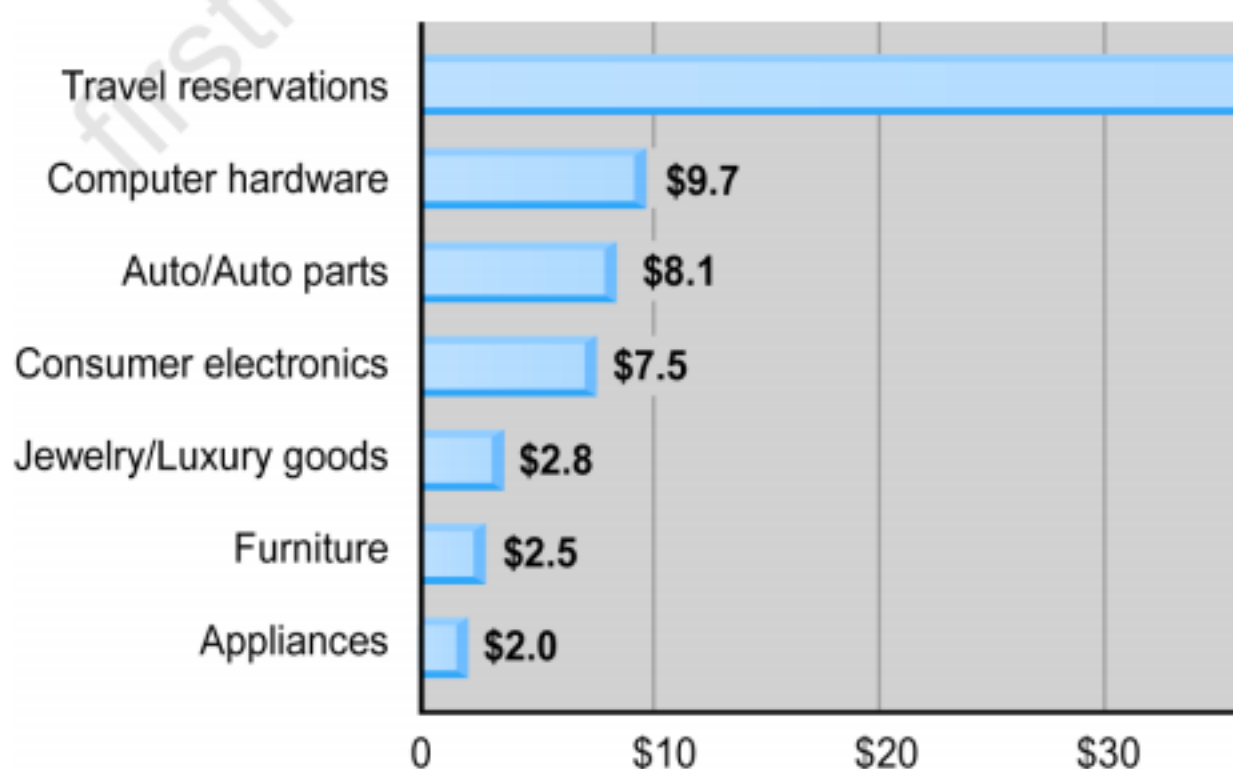**Figure 7.6, Page 376**

Category	Value
Apparel/Accessories	
Home and Garden	$6.1
Food/Beverages	$5.1
Office supplies	$4.3
Entertainment tickets	$4.3
Flowers/Cards/Gifts	$3.8
Music/Videos	$3.7
Books	$3.7
Toys/Video games	$3.4
Sporting goods/equipment	$3.2
Health/Beauty	$2.4
Computer software	$2.3
Other	$5.7

SOURCE: Based on data from eMarketer, Inc., 2004b.

What Consumers Buy Online—Large Items

Figure 7.6, Page 376

Category	Value
Travel reservations	
Computer hardware	$9.7
Auto/Auto parts	$8.1
Consumer electronics	$7.5
Jewelry/Luxury goods	$2.8
Furniture	$2.5
Appliances	$2.0

SOURCE: Based on data from eMarketer, Inc., 2004b.

Intentional Acts: How Shoppers Find
Online

- Over 85% of shoppers find vendor
  product or store/brand name into s
  going directly to the site
- Most online shoppers plan to purc
  within a week, either online or at a
- Most online shoppers have a specif

Why More People Don't Shop Onlin

- Major online buying concerns:
  - Security
  - Privacy
  - Shipping costs
  - Return policy
  - Product availability
  - Shipping issues/delays

Trust, Utility, and Opportunism in O
Markets

- Trust and utility among the most importa
  decision to purchase online

- Consumers are looking for utility (better
  convenience)

- Asymmetry of information can lead to op
  behavior by sellers

- Consumers also need to trust merchants
  purchase

- Sellers can develop trust by building stro
  honesty, fairness, delivery

www.FirstRanker.com

Basic Marketing Concepts

- Marketing: The strategies and actio
  establish a relationship with a cons
  encourage purchases of products a

- Internet marketing: Using the Web
  traditional channels, to develop a p
  term relationship with customers, t
  competitive advantage for the firm
  to charge a higher price for produc
  than its competitors can charge

Basic Marketing Concepts (cont'd)
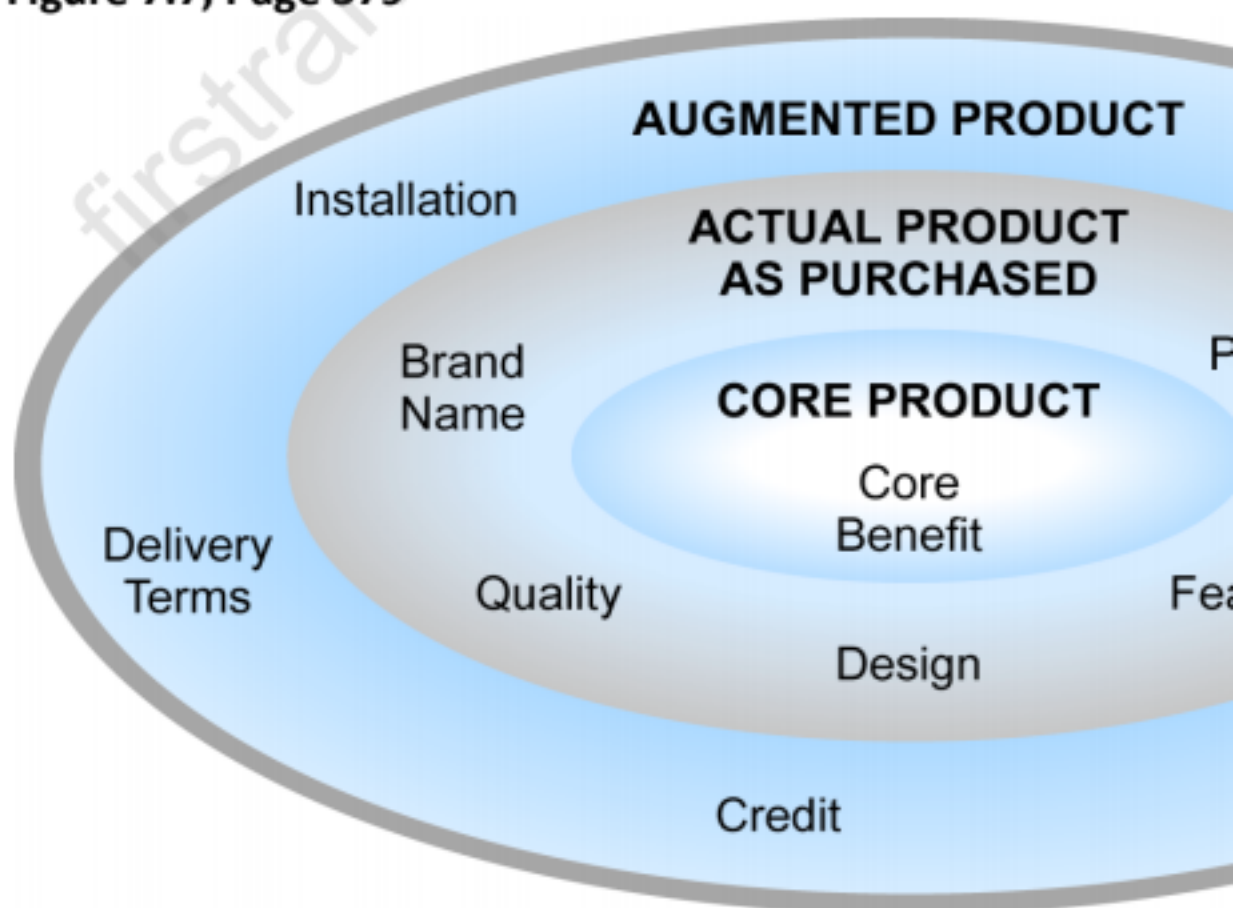
- Firms within an industry compete with o[n] dimensions:
  - Differentiation
  - Cost
  - Focus
  - Scope

- Marketing seeks to create unique, highly products or services that are produced o trusted firm ("little monopolies")

Feature Sets

- Defines as the bundle of capabilitie offered by the product or service
- Includes:
  - Core product
  - Actual product
  - Augmented product
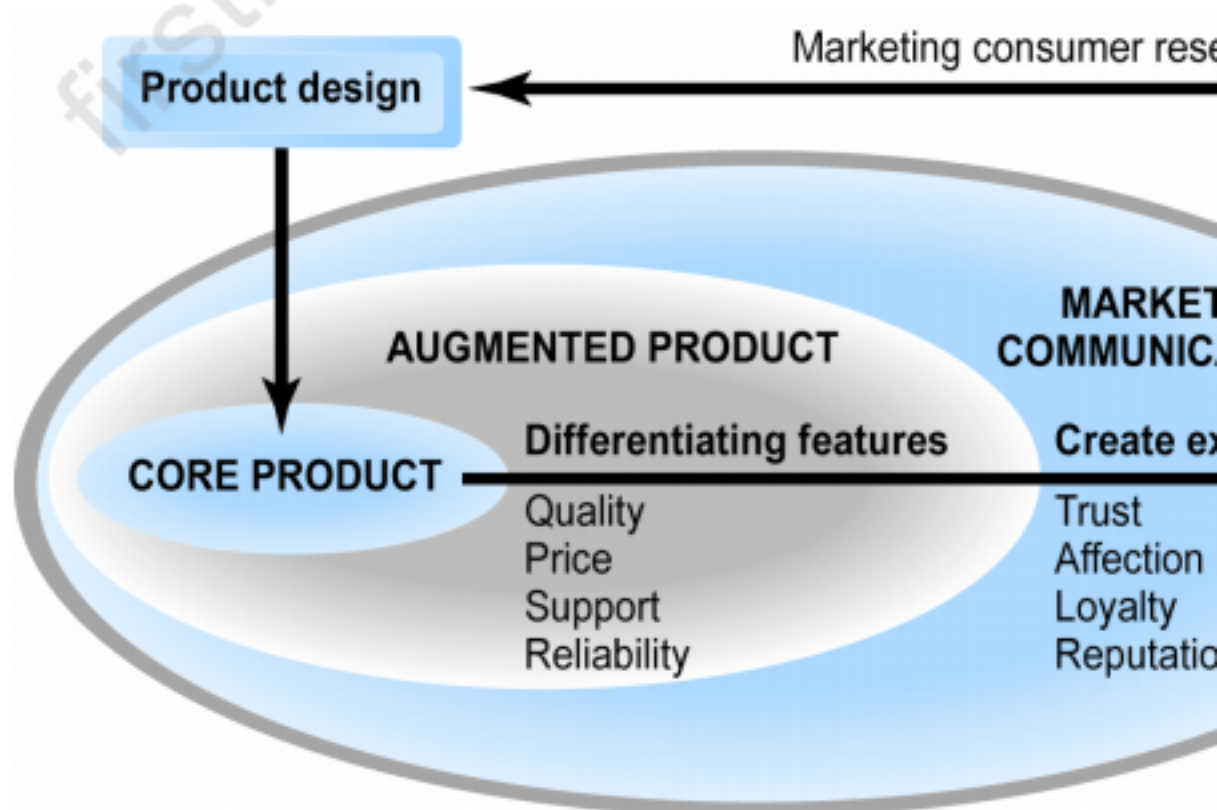
Feature Set

Figure 7.7, Page 379

AUGMENTED PRODUCT

ACTUAL PRODUCT AS PURCHASED

CORE PRODUCT

Installation

Brand Name

Core Benefit

Delivery Terms

Quality

Design

Credit

SOURCE: Kotler and Armstrong, 2006.

Products, Brands and the Branding F

- Brand: A set of expectations that consumers
  consuming, or thinking about consuming, a p
  from a specific company

- Branding: The process of brand creation

- Closed loop marketing: When marketers are
  influence the design of the core product bas
  research and feedback
  - E-commerce enhances the ability to achi

- Brand strategy: Set of plans for differentiatin
  competitor, and communicating these differ
  marketplace

- Brand equity: estimated value of the premiu
  willing to pay for a branded product versus u
  competitor

Marketing Activities: From Products

Figure 7.8, Page 381

Marketing consumer rese

Product design

AUGMENTED PRODUCT

**MARKET
COMMUNIC**

Differentiating features   Create ex

CORE PRODUCT

Quality   Trust
Price   Affection
Support   Loyalty
Reliability   Reputatio

What is Social Media?

4 Key Elements
Social Media Mar

4 Key Elements for Social Mark

- Whether you are a home business owner o
  business owner marketing on social media
  steps to be effective.

- People don't go to social media to buy so h
  social media contacts into buyers?

????

- Posting blatant ads for your products or bu[siness] people off and they will avoid you. And the[y] anyway.

- So how do you sell to people without "selli[ng]"

Element #1- Social Listening

- On your sites, your blog, your Facebook, T[...]
  Pinterest and other social sites, pay attent[...]
  are saying.

- Respond to both praise and criticism.

- Don't delete criticism, respond in a way tha[...]
  care about the people visiting your site.

- Then make changes to do better.

Element #2 – Social Influen

- As you post on your sites, be sure to inclu that people can consume to increase your authority in your niche.

- The more valuable content, the greater yo appear to your subscribers and followers.

- Use your blog to create content and post i

Element #3 – Social Networ

- Follow other influencers in your niche and
  As you "rub shoulders" with these influenc
  credibility and authority in the eyes of your

- Seek for the other influencers and post co
  and tweets.

- People will start to see your name and ass
  subconsciously with the influencers you in

Element #4 – Social Selling

- This is where all that we do can ultimately lea[d]
  marketers want to be. But you can't just jump
  success without doing the other three steps.
- People buy from people they trust.
- People buy when they don't feel they are bei[ng]
- People buy when they feel you have their be[st]
- That's why the other steps are so important.

Social Media
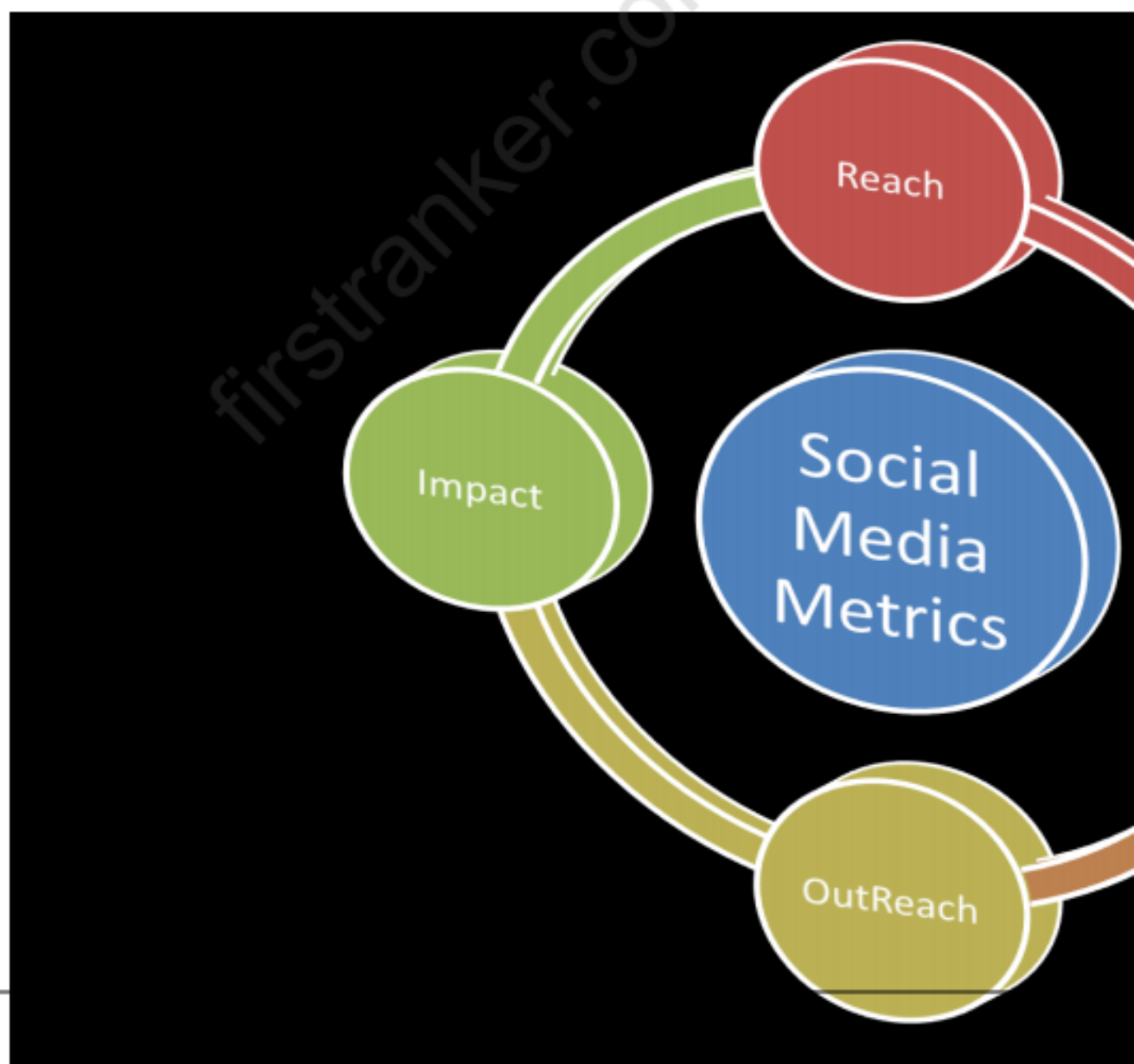# Metrics

Reach

Adequacy

Influence

Metrics

"A metric is a measuring system that quantifies a trend, dynamic, or characteristic. In virtually all disciplines, practitioners use metrics to explain phenomena, diagnose causes, share findings, and project the results of future events."

por Paul Farris; Neil Bendle; Phillip Pfeifer; David Reibstein.

Social Media Metrics