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B2B Marketing
CHEAT SHEETS
Database Marketing

What It Is

- Database marketing utilizes data warehouses to develop models based on transaction data and customer behavior, in order to identify communication relevant to different segments.
- Database marketing involves, identifying customer segments and designing marketing programs around them.

What it is not

- Database marketing does not provide the cause of behavior; it provides only the co-relation between data sets.
- Database marketing is different from CRM. Customer relationship management is analyzing customer data to identify the right offer, the right time and the right person for a particular campaign.

Database Marketing Process

Customer Information
- ↘ Collecting accurate and relevant information
- ↘ Verifying and validating information
- ↘ Storing and updating information on a database
- ↘ Making the database available to marketers

Converting Data to Business Intelligence
- ↘ Analyzing data to gain actionable insights
- ↘ Implementing profiling, modeling, scoring and segmentation of profiles

Developing Strategies
for Behavior Modification (Customers, Prospects and Employees)

Let your database develop marketing strategies and gain actionable customer segments!

While a large database is good, be aware of becoming "data rich and information poor"

Dictionary

Data Mining – Refers to the extraction of patterns or interesting information that provides insights on the correlation between data sets.

Data Processing – Refers to obtaining, recording and maintaining of data, which can be accessed and used for specific purposes.

Data Sources - Refer to data source types, such as demographic, geographic and psychographic details.

Direct Marketing – Refer to all the channels and activities that facilitate communication of marketing messages.

Intelligence Building – Database marketing is adopted to provide intelligence to marketers, to help them make better decisions. It helps them track responses, measure effectiveness of campaigns, personalize offers, improve customer service and nurture customers.

Let your database leverage business growth and maximize marketing ROI.
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