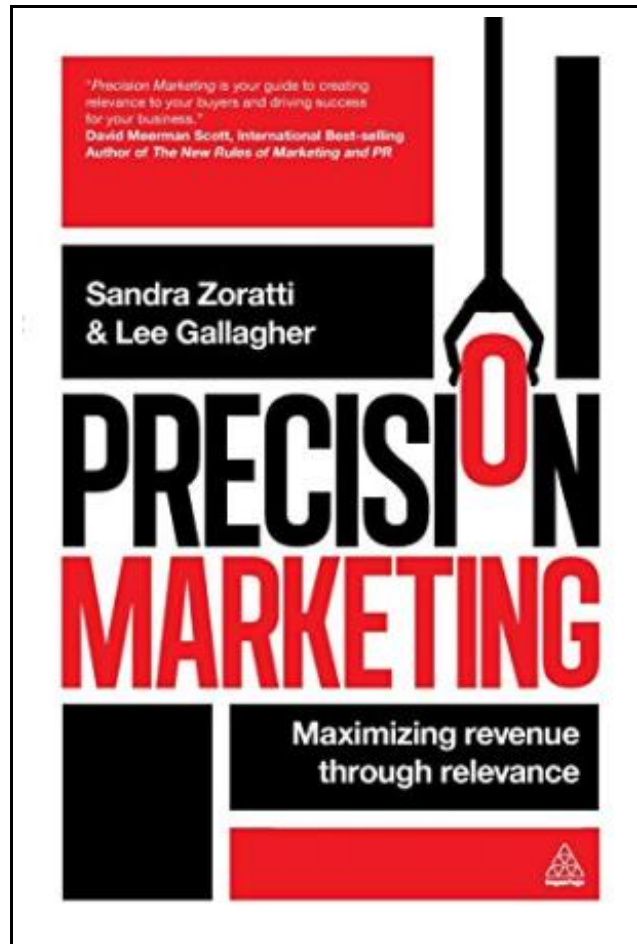


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Kogan Page/Viva Books Private Limited, 2012. Softcover. Book Condition: New. Description: Marketers around the globe are recognizing that increasing customization and precision is critical to commercial success. Rather than devoting marketing budgets to mass campaigns, precision marketers are mining customer data for predispositions and propensities to spend in order to target buyers in sophisticated ways, with all communications - both online and offline - which are relevant to each and every recipient. Precision Marketing will help you to develop the perspectives, capabilities and skills necessary to deliver more powerful marketing results. Drawing on case studies from companies such as Fiat, Amazon, Tesco and ING, Precision Marketing shows how today's leading performers are beginning to recognize, identify and capitalize on many of the concepts of precision marketing to differentiate themselves from their competitors and reach dynamic new levels of growth. Contents: Introduction: Why Relevance is Relevant ? Confronting the power shift ? The relevance requirement ? The power of Precision Marketing ? Precision Marketing: why now? ? Tesco's triumph ? Three eras of modern marketing ? The Relevance Era ? Getting Relevant ? Amazon knows how to get relevant ? The 1 per cent solution ? What if customers controlled your marketing? ? What is a relevant message? ? What are the risks of irrelevancy? ? Companies that ?get it? ? Making it powerful, making it precise ? Achieving relevance through Precision Marketing ? Key takeaway messages from Chapter 1 ? The Precision Marketing Journey ? The I-SOO-Flowers journey ? Precision Marketing in perspective ? The Precision Marketing Framework ? Best practices at Best Western ? Take the Precision Marketing journey ? Key takeaway messages from Chapter 2 ? Step One: Determine Your Objective ? Getting started ? Determining your objectives ? The keys to effective objectives ? Key takeaway messages...



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