



Database Marketing

Course Type	Duration	CEUs
Online Module	90 Minutes	1 Credit

Module Overview

This course will review the key strategies and principles of database marketing including customer lifetime value, predictive modeling, segmentation, and tests and controls. You'll receive detailed instruction on how to use database marketing techniques to identify, segment, and target an audience. Learn to develop a database strategy to reach your intended audience.

Module Objectives

- Develop a database strategy to achieve both short- and long-term marketing objectives
- Use database marketing to build customer retention
- Determine the lifetime value of customers and use that value in your marketing strategy

Module Outline

Marketing Strategy

- Where is the data?
- Overcoming the pitfalls in database marketing
 - No one understands the customer because no one has all the information
 - Lack of a database marketing strategy
 - Using the database to provide discounts instead of loyalty
 - Insufficient budget for building loyalty
 - Lack of forceful leadership
 - Building a marketing database in-house

The Customer Retention Program

- Why customer retention is important
- Methods of retention
 - Recruit the right customers to start with
 - Communicate with and reward them
 - Sell them a second product

Lifetime Value

- Calculating net present value and lifetime value
- Lifetime value in your database

Registration Rates

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DMA member \$189

Non-member \$219

Instructor

Arthur Middleton Hughes

Vice President, The Database Marketing Institute

Arthur Hughes is vice president of The Database Marketing Institute. He is also Senior Strategist at e-Dialog, a major email marketing firm in Lexington, MA, and London UK. In this role, he is responsible for creating database marketing, strategic and analytic solutions for major American companies. He has been designing and maintaining marketing databases for Fortune 500 companies and others for the past 20 years.

His database experience includes catalogers, retailers, restaurants, telephone companies, insurance, banks, pharmaceuticals, package goods, software and computer manufacturers, resorts, hotels, automobiles, and non-profit fundraisers. He is the author of *The Complete Database Marketer*. 2nd Ed. *Strategic Database Marketing* 3rd. Ed. and *The Customer Loyalty Solution*. His consulting assignments and lectures on marketing and economics have taken place in the U. S., Canada, Europe, Latin America and Asia. He has been a key speaker in marketing conferences.