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E-Content BBA402- Marketing Management

Lecture 36- CRM,KPI, Campaign

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Goals of CRM Systems

1. capture new leads and move them through the sales process
2. support and manage relationships with current customers to maximize their lifetime value to the company
3. boost productivity and lower the overall costs of marketing, sales, and account management



The Power of CRM

CRM systems are transformational for marketing communication because they allow marketers to use customer data to personalize their interactions to fit the unique needs of individuals

Key Performance Indicators

- A KPI is something measurable that indicates the progress an organization is making toward its business objectives
- They can be determined for each level of the organization: company, department, team, campaign, marketing tactic
- Must be aligned to business objectives

Monitoring KPIs: KPI Dashboard Example





Some Examples of Business Objectives and Related KPIs

1. Market Share

- Market share in category
- Relative market share (share relative to largest competitors)

2. Lead Generation

- Number of qualified leads
- Cost per lead (by source/platform)
- Traffic source breakdown

3. Build Brand

- Brand awareness
- Brand equity
- Price premium
- Brand valuation
- Share of voice: mentions of your brand/mentions of others
- Brand community membership



Campaign Plan Components

1. Promotional mix
2. Resource and budget requirements
3. Timing
4. Ownership
5. Measurement

Example: Promotional Mix Budget Template

- Promotional Mix Elements
 - 10% Direct Marketing: email campaigns – \$500 Allocated
 - 10% Digital marketing: Web-site messaging update; contest pages, social media – \$500 Allocated
 - 25% Advertising: sidewalk sandwich boards, localized digital ads in Facebook – \$1,250 Allocated
 - 45% Sales promotion: coupons, create-a-flavor contest, sidewalk samples, in-store posters – \$2,250 Allocated
 - 10%: Public relations: press releases – \$500 Allocated
 - **Total Budget Allocated – \$5,000**

Item	Purpose	Cost Estimate
Email-campaign template	Direct marketing: professional design for standard email template for use in multiple campaigns	\$500
Web-site contest pages, internal ads	Digital marketing: professional design for Web pages and forms for create-a-flavor contest, sidewalk tasting events, internal site “ads” for contest	\$500
Ad design work	Advertising: designer work for sandwich boards, online ads	\$250
Facebook ads	Facebook ads targeting local areas	\$650
Sandwich boards	Advertising: three sandwich boards for display outside shops	\$350
Coupons, contest fliers, in-store posters	Sales promotion: design and production to match other campaign-related materials	\$400
Coupon value	Sales promotion: estimated cost of redeemed coupons	\$350
Sidewalk sample cost-of-goods	Sales promotion: cost of ingredients, materials, extra labor for executing sidewalk tasting events	\$1,500
Press releases	PR firm assistance with press release writing, local distribution	\$500
Internal labor	Employee labor to execute campaign	25% FTE
Total	All costs excluding employee labor	\$5,000

Example: Budget-Detail Template List

Item, purpose, and cost estimate

- Email-campaign template: Direct marketing: professional design for standard email template for use in multiple campaigns: Estimated Cost \$500
- Web-site contest pages, internal ads: Digital marketing: professional design for Web pages and forms for create-a-flavor contest, sidewalk tasting events, internal site “ads” for contest: Estimated Cost \$500
- Ad design work: Advertising: designer work for sandwich boards, online ads: Estimated Cost \$250
- Facebook ads: Facebook ads targeting local areas: Estimated Cost \$650
- Sandwich boards: Advertising: three sandwich boards for display outside shops: Estimated Cost \$350

Example: Budget-Detail Template List (continued)

Item, purpose, and cost estimate

- Coupons, contest fliers, in-store posters: Sales promotion: design and production to match other campaign-related materials: Estimated Cost \$400
- Coupon value: Sales promotion: estimated cost of redeemed coupons: Estimated Cost \$350
- Sidewalk sample cost-of-goods: Sales promotion: cost of ingredients, materials, extra labor for executing sidewalk tasting events: Estimated Cost \$1,500
- Press releases: PR firm assistance with press release writing, local distribution: Estimated Cost \$500
- Internal labor: Employee labor to execute campaign: Estimated Cost 25% FTE
- **Total: All costs excluding employee labor \$5,000**

Timing	Activity Type	Brief Description	Audience	Owner
3 March	Designer creative brief	Draft a creative brief outlining all campaign elements we want designer to complete	Designer	Martina Hagen
28 March	Design work complete	Approve email template, Web-site updates, digital ads, sandwich boards, posters, coupons, fliers	Local public, families, foodies	Designer with Martina
5 April	Production of print materials	Complete production of posters, sandwich boards, coupons, fliers	Local public, families, foodies	Martina Hagen
6 April	Employee briefing	Conduct campaign-information sessions with employees; share campaign materials, go through frequently asked questions	Employees	Martina Hagen with store managers
7 April	Campaign launch: in-store	Prepare in-store display for campaign: posters, fliers, coupons, contest information	Store customer	Store managers
7 April	Campaign launch: digital	Activate and test website updates and campaign pages/forms; send targeted campaign email messages about contest and sidewalk tasting events	Store "friends" email list; purchased residential email list	Martina Hagen

Example: Campaign Action Plan Template List

Timing, Activity Type, Brief Description, Audience and Owner

- March 3, Designer creative brief: Draft a creative brief outlining all campaign elements we want designer to complete: Audience is Designer, Owner is Martina Hagen
- March 28, Design work complete: Approve email template, Web-site updates, digital ads, sandwich boards, posters, coupons, fliers: Audience, Local public, families, foodies: Owner Designer with Martina
- April 5, Production of print materials: Complete production of posters, sandwich boards, coupons, fliers: Audience, Local public, families, foodies: Owner Martina Hagen
- April 6, Employee Briefing: Conduct campaign-information sessions with employees; share campaign materials, go through frequently asked questions: Audience is employees: Owner is Martina Hagen with store managers

Anticipate Risks and Threats

- People: Can you count on key individuals?
- Technology: Will technology work effectively?
- Funding: Is there enough money to support the campaign? How can the campaign stay on budget?
- Innovation: Anything new and untested represents risk
- Competition: How might competitors gain advantages over, attack, or undermine your business?
- Economy: What if an economic downturn creates uncertainty and lower spending?
- Communication: How can you inform stakeholders and coordinate the campaign?
- “Acts of God”: What will you do in case of a natural disaster?
- Weaknesses from organization’s SWOT Analysis

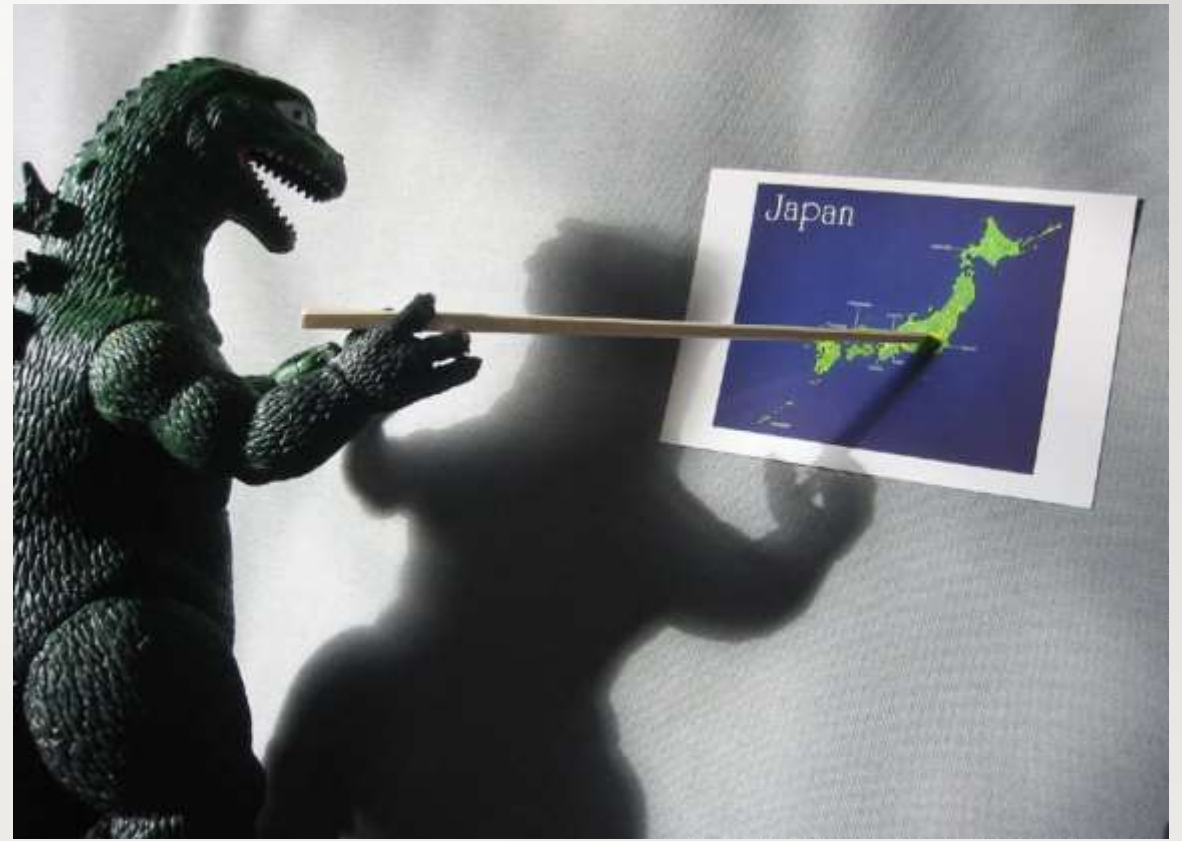
Create Contingency Plans

- Which threats are significant?
- Create contingency plans for anything that is of particular concern



Practice Question

Why is it important to make a plan for a marketing campaign?



Quick Review

- What is integrated marketing communication (IMC) how does it connect to the organization's marketing strategy?
- How do organizations develop effective messaging for marketing communications?
- What factors should you consider when selecting marketing communication methods to execute the strategy?
- What are common methods of marketing communication, their advantages and disadvantages?
- How do IMC tools support the sales process?
- How are Customer Relationship Management (CRM) systems used for marketing communication purposes?
- What common tools and approaches are used to measure marketing communication effectiveness?
- How do marketers create a marketing campaign and budget using multiple IMC tools to execute a marketing strategy?