Customer Relationship Marketing and Data Base Marketing: A Review

Ms. Rekha Rawat¹ Dr. Anil Upadhyay² Er. Arjit Tomar³

¹²³Research Scholar ²Associate Professor
³Department of Business Administration

¹²Bhagwant University, Ajmer, Rajasthan ³SPC Government College, Ajmer, Rajasthan

Abstract— In this paper we are presenting a customer relationship marketing. In 21st century in addition to e-marketing, companies are becoming more skillful in customer relationship marketing and database marketing. Customer relationship marketing holds that a major driver of company profitability is the aggregate value of the customer base. The important point in customer relationship marketing is to know the customer. In this paper we are presenting a customer relationship marketing and Customer Database and what is the Database marketing.

Key words: Customer, Database, Marketing, Relationship, Company etc

I. INTRODUCTION

The Customer who is being acknowledged as the most important influence on the marketing effort evoked much interest to opt for an exploratory study on Customer Relationship Marketing in an Indian perspective. The Customer is occupying the center stage of an organization culture.

Customer- oriented companies are adept at building customers, not just products and services.

Successful marketing organizations are able to produce individually differentiated products and services. Successful companies are more productive in acquiring, retaining and growing customers, generally by reducing the rate of customer defection to competition. Companies are increasing the longevity of customer relationship by enhancing the growth potential of each customer through share of wallet, cross selling and up selling, making low profit customers more profitable and focusing disproportionate effort on high value customers. The combination of operational customization and marketing customization is offering the companies much required competitive advantage. The companies appreciating these developments are turning to customer relationship marketing. Customer relationship marketing (CRM) enables companies to provide excellent real-time customer service by developing a relationship with each valued customer through an effective use of individual account information. Based on what they know about each customer, companies can customize market offerings, services, programs, messages and media.

II. MARKETING

To understand customer relationship marketing and its relevance to marketing organizations, we need to look into the evolution that is taking place in the discipline of marketing.

III. EVOLUTION IN MARKETING

The aim of marketing is to know and understand customer so well that the product or service fits him and sells itself.

Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. The new definition is a shift from a transaction orientation to one that focuses on the customer, clearly infusing the customer into marketing. The new AMA definition of marketing is very appropriate, in that marketing should be customer-centric, and not product or brand-centric. This renewed focus on the customer, is a major shift in acknowledging the power of the customer. The new focus is now on 'managing customer relationships,' which is a huge shift from the previous definition.

IV. CUSTOMER RELATIONSHIP MARKETING

Customer relationship marketing holds that a major driver of company profitability is the aggregate value of the customer base. Winning companies are more productive in acquiring, keeping, and growing customers. These companies improve the value of their customer base by excelling at the following customer strategies:

- Reducing the rate of customer defection
- Increasing the longevity of the customer relationship.
- Enhancing the growth potential of each customer through "share of wallet," cross selling and up selling.
- Making low profit customers more profitable or terminating them.
- Focusing disproportionate effort on high value customers.

V. CUSTOMER DATABASE AND DATABASE MARKETING

A customer database ideally would contain the consumer's past purchases, demographics (age, income, family members, birthdays), psychographics (activities, interests and opinions), media graphics (preferred media habits), and other useful information. Many companies confuse a customer mailing list with a customer database. A customer mailing list is simply a list containing a set of names, addresses, and telephone numbers. A customer database contains much more information. Database marketing is the process of building, maintaining, and using customer databases and other databases (products, suppliers, resellers) for the purpose of contacting, transacting, and building and growing relationships.
VI. CONCLUSION

In this paper we are showing a review of customer relationship marketing. We are highlighting some important aspects of Marketing, Customer Database and Database Marketing, Customer Relationship Marketing, Evolution in Marketing etc. This renewed focus on the customer, is a major shift in acknowledging the power of the customer. The new focus is now on managing customer relationships, which is a huge shift from the previous definition. Customer relationship marketing (CRM) enables companies to provide excellent real-time customer service by developing a relationship with each valued customer through an effective use of individual account information.

REFERENCES