

## Developing and Using an Effective Marketing Database

**Target Audience:** Those who have responsibility for marketing actions in their daily work and want to ensure that they make the best use of data should attend. If you are planning to develop a marketing database, or if you have a database and you want to use it more effectively, this is the workshop for you. The course will also be of considerable value to those who wish to put forward the case for better database marketing practices. Those who want to streamline their data and develop workable marketing plans that are database driven, will also find the workshop useful.

### Key Learning Outcomes

- Learn how to develop your marketing database into an effective and profitable marketing tool.
- Use this knowledge to acquire new customers, existing customers and win-back lapsed customers.
- Understand database structure, determine the type of data to be collected and understand how it will be used.
- Understand how to use your database to drive marketing plans and measure results achieved.
- Explore how to maintain a database and enlist the support of other people.
- Improve marketing planning and sales force support.
- Use simple rules to make their sense of your marketing database.
- Understand the pitfalls of CRM and contact management systems.

### Course Delivery

- ✓ Theory: Latest best practice
- ✓ Team discussions
- ✓ Group exercises
- ✓ Case studies
- ✓ Technique application practice
- ✓ Business problem solving
- ✓ Personal action planning

## Course Outline

### MORNING SESSION

#### Introduction to Database Marketing

- What marketing is and why a database is so important
- The benefits of database marketing
- How a database is structured and how tables are linked
- What do you want your marketing database to do for you

#### Dealing with Data

- What to consider before gathering data
- How less can be more
- Where to find data for your database – how to collect data
- Gathering data from marketing campaigns
- Dealing with response data
- Where will you find the data you need?
- What problems do you envisage in obtaining it?
- Dealing with lists
- Outputting data
- Data maintenance
- Support to build and manage the database
- A schedule for database development

### AFTERNOON SESSION

#### How to use data to improve marketing effectiveness

- Using a database to measure marketing outcomes
- Planning for payback
- Can you justify the cost of database marketing?
- Lead management and tracking

#### Case study exercise

- Developing a marketing database
- Presentation of database marketing proposal
- Discussion, feedback and Q&A

Packed with sound advice and valuable techniques, the day offers delegates the opportunity to participate in discussions, exercises and group activities, leading to the development of a marketing database.

**Pre-Course Work:** Completion of Pre-Course Questionnaire

**Course Material:** Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

**Ideal Number of Participants:** 9

**Maximum:** 12

**Minimum:** 4