

ONE-TO-ONE MARKETING

Target Group: Organizations with large customer databases
(Finance, Telco, Retail, Insurance,...)

- CRM Managers
- Direct Marketing Managers
- Database Marketers
- Campaign Managers
- Segment Managers
- Product Managers

Duration: 2 day

Prerequisites: None

Vision: The aim of this training is to teach how to conduct individual personalized communication with hundreds thousands of customers. Participants will understand the principles of one-to-one marketing and successful campaign management process within customer oriented company. They will be able to review business from CRM solution standpoint, understanding strengths, weaknesses and opportunities and to practically apply process improvement and change. They will also gain the ability to plan, prepare and coordinate CRM projects within the organization.

Contents:

Marketing and One-to-One Marketing Definition

One-to-One Marketing Basic Principles

Targeting

Campaign Management

- Types of Campaigns
- Campaign Planning
 - Campaign Activity Planning
 - Individual Campaign Planning
- Campaign Execution
 - Campaign Targeting
 - Expert Selection
 - Analysis and Predictive Modeling
 - Event Based Marketing
- Campaign Production
- Campaign Fulfillment
- Campaign Evaluation
 - Campaign Analysis and Measurement ROI

Example Communication Strategies and Campaign Designs (Real Life)

Organization Readiness Assessment for 1-to-1 Marketing Strategy Implementation

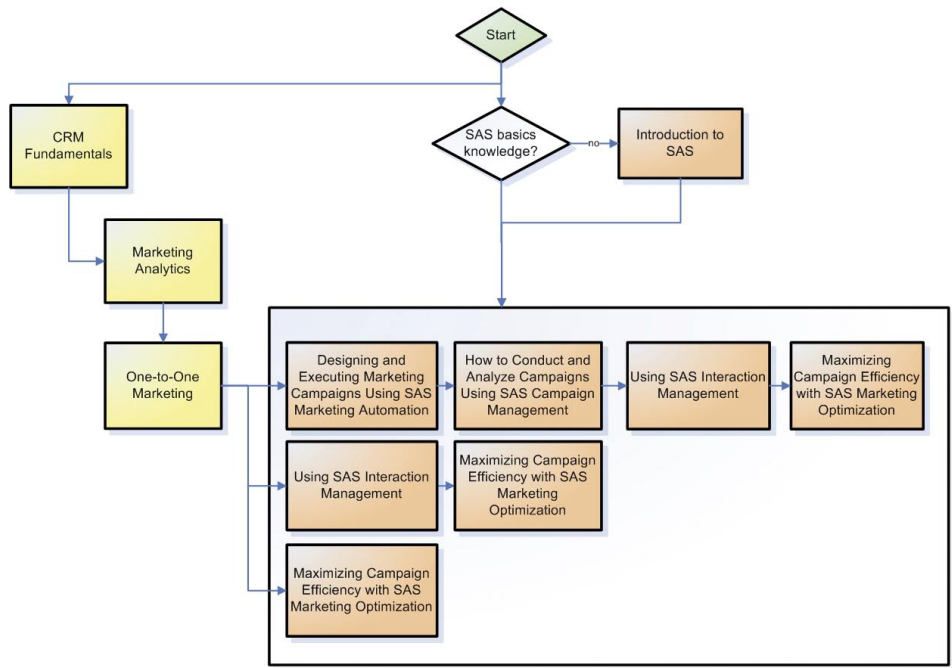
Real Life Case Study

- Establish Required 1-to-1 Marketing Capabilities
- Benchmark Current 1-to-1 Marketing Capabilities
- Assess Gap between Required and Current Capabilities
- Planning and Recommendations

Planning, preparation and coordination of 1-to-1 Marketing Projects within Organization

Knowledge Sharing and Continuous Improvement Customer Intelligence Competency Center





Legend

- Business Trainings
- SAS Technology & Solutions
- Methodologies & Regulatory Directions
- Statistics
- Data Mining

| Trainings | | Duration | Code | CRM Manager | Direct Marketing Manager | Campaign Manager | Product Manager | Segment Manager | Customer Data Mining Analyst |
|------------|--|----------|--------|-------------|--------------------------|------------------|-----------------|-----------------|------------------------------|
| Business | CRM Fundamentals | 1 | | • | • | • | • | • | • |
| | Marketing Analytics | 2 | | • | • | • | • | • | • |
| | One-to-One Marketing | 2 | | • | • | • | • | • | • |
| Technology | Designing and Executing Marketing Campaigns Using SAS Marketing Automation | 1.5 | MACSA4 | • | • | • | • | • | • |
| | How to Conduct and Analyze Campaigns Using SAS Campaign Management | 2 | CPMPEA | • | • | • | | | |
| | Maximizing Campaign Efficiency with SAS Marketing Optimization | 1 | MOCE | • | • | • | | | |
| | Using SAS Interaction Management | 2 | IMUS | • | • | • | | | |
| | Web Site Analysis Essentials | 1 | WSAE | • | • | • | | | • |
| | Analyzing Web Site Activity Using the SAS Web Analytics Solution | 2 | SWAADM | • | • | • | | | • |
| | Statistics I: Introduction to ANOVA, Regression and Logistic regression | 3 | STAT1 | | | | | | • |
| | Statistics II: ANOVA and Regression | 3 | STAT2 | | | | | | • |
| | Data Mining Primer: Overview of Applications and Methods | 1 | DMDM | | | | | | • |
| | Applied Analytics Using SAS Enterprise Miner | 3 | AAEM | | | | | | • |
| | Advanced Predictive Modeling Using SAS Enterprise Miner | 2 | PMADV | | | | | | • |
| | Using SAS Enterprise Miner for Scorecard Design | 1 | EMSDUK | | | | | | • |



SAS INSTITUTE GmbH, organizačná zložka RAJSKÁ 15 811 08 BRATISLAVA
 TEL: +421 2 5778 0910 FAX: +421 2 5778 0999 WWW.SAS.COM/SLOVAKIA

Mená výrobkov alebo služieb SAS a SAS Institute Inc. sú registrovanými obchodnými značkami alebo obchodnými značkami SAS Institute Inc. v USA a iných krajinách.
 © označuje registráciu USA. Ostatné mená značiek a produktov sú registrovanými obchodnými značkami alebo značkami k nim patriacimi spoločnosti. Copyright © 2006, SAS Institute Inc. Všetky práva vyhradené.