

Brief

Keywords: “digital strategy / digital marketing / web designer”

Title/Topic: Write an article about ‘a guide to CRM (customer relationship management) and ways to know your customers better’ > write a short introduction on CRM (what is it, how it can benefit your business), mention that CRM is done by collecting data from customer (mention what type: personal details, transactional history, etc.) can be collected by different ways: emails, orders, social media, surveys, etc. need to analyse this data to serve your clients more effectively (personalised messages, offers, stay in touch, etc.) Mention BDA’s experience and success in digital strategy.

Reference:

<http://www.infoentrepreneurs.org/en/guides/customer-relationship-management/>

<http://www.smarta.com/advice/sales-and-marketing/advertising-and-marketing/how-to-collect-customer-data>

<http://www.destinationcrm.com/Articles/Web-Exclusives/Viewpoints/Use-Data-to-Get-Closer-to-Your-Customers-or-Risk-Losing-Them-87448.aspx>

<http://www.insidecrm.com/articles/crm-blog/prospecting-your-customer-base-with-crm-55098>

Boss Digital's selling point: A full service Digital Agency with a team of ADMA certified digital marketing strategists, web designers and developers. Boss Digital are experts in online marketing and have a proven track record to boost website traffic, build brand awareness and positioning, improve search engine rankings, bring in quality leads, and increase sales within budget.

Want to make more money? Get to know your customers better.

At the heart of any type of marketing strategy is the target audience. After all, if the people who are likely to be interested in your business don’t know you exist or prefer a competitor, you’re not likely to be very successful are you? This is why CRM should be core to your **digital strategy**.

CRM or, Customer Relationship Management, is the process by which you get to know your customers in a context that can inform your business decisions. For example, if you have a gift shop located in a small village where people do not tend to spend lavishly, you would be a fool to only stock items that are expensive. In a nutshell, that example is a good way of highlighting the importance of CRM to any business but, when the correct strategies are used, its effects can be far more sophisticated.

CRM has traditionally been associated with IT systems and whilst they still provide a useful function in business management, the concept has expanded into **digital marketing**. It is now applied to devising strategies to enable finding out more about users opinions, activity and habits which can be useful in not only improving a product and service to make it more palatable but also, to make customers feel like their voice is being heard. For example, the ‘Office button’ that appeared on most Microsoft Office applications in their 2007 version weren’t too popular and, customers were quite vocal about it. In response, Microsoft have removed it in the 2010 release; A nice way to make the product easier to use for the target audience and, generating a relationship with a global audience.

Nowadays, not having a website is like not having a first name. However, no matter how great your website is, it is not going to generate much custom unless it has an excellent web presence. This is why SEO is one of the important things that need to be incorporated into a **digital marketing strategy**.

With Google releasing updates that make algorithms more and more sophisticated, your SEO strategy must be one that withstands the test of time. One of the things that can enable this is, by ensuring that the website design and content is as natural, responsive, relevant and informative as possible for the user. For this reason, when incorporated into a **digital strategy**, CRM results should be used by a **web designer** so that he/she can make more informed judgment calls.

There are many ways in which CRM can be carried out – surveys, loyalty cards, emails, social media, and so on. In order to make all these digital products and services work together to form an effective marketing strategy, it is crucial that you employ a professional to do the job. This is why companies like Boss Digital are ideal. They house a team of accredited experts which means that the entire lifecycle is covered without compromising on quality. These experts include your own **web designer** who will work with your business to create a tailored solution so that you can be rest assured that your marketing is in the hands of experts whilst you, get on with making money!