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# **Marketing Activities and PR for Relationship Building**



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# Marketing Activities

In Customer Relationship Management, marketing activities act as a bridge to communicate identity and create shared experiences with customers, which helps transform "strangers" into "buyers" and eventually develops them into "brand advocates." These activities can be classified into 4 main types:

1. **Offline Marketing Activities**
2. **Digital Marketing Activities**
3. **Sales Promotion Activities**
4. **Experiential Marketing**

# Marketing Activities

## 1. Offline Marketing Activities

Even though today's world has fully entered the digital age, offline marketing activities remain essential for building trust and emotional connection more effectively than the digital world. They allow brands to have face-to-face interactions, which is the heart of CRM. These activities are powerful tools for creating first impressions and maintaining long-term customer relationships. Important and popular offline marketing activities used in CRM work include:

# Marketing Activities

## 1. Offline Marketing Activities

- **Special Events and Exhibitions:** Organizing events or setting up exhibition booths is a golden opportunity for brands to tangibly demonstrate their identity and uniqueness. Customers can touch, trial products, and inquire for details directly from staff. Organizing exclusive events for specific member groups, such as new product launches for VIP customers, not only helps generate sales but also creates a sense of being "special" for customers, which positively impacts long-term brand loyalty.



# Marketing Activities

## 1.Offline Marketing Activities



- Point-of-Sale Activities: Stores or business establishments are like the "home" of a brand. Organizing in-store activities, such as product demonstrations, expert consultations, or recreational activities on important days, helps increase the time customers spend in the store and creates positive experiences that lead to maximum satisfaction.

# Marketing Activities

## 1. Offline Marketing Activities

- Direct Marketing via Print Media: In an era where electronic mailboxes (E-mail) are filled with spam, sending event invitations, written birthday greeting cards, or physical privilege coupons to a customer's home has become a tool that creates differentiation and demonstrates a personal touch. This helps strengthen and solidify the relationship.



# Marketing Activities

## 1.Offline Marketing Activities



- Social and Community Relations Activities: Engaging customers in offline activities that benefit the public, such as volunteer work or donating items together with the brand, builds a relationship through "Shared Values." This creates a lasting connection that goes beyond just a matter of commercial interests.

# Marketing Activities

## 2. Digital Marketing Activities

Digital Marketing Activities are primary tools for driving CRM strategies to maximum efficiency, enabling individual reach and 24-hour connectivity. They help create a "behavioral database" that allows brands to know and understand customers deeply with precise measurability. Key digital marketing activities in the dimension of relationship building include:

# Marketing Activities

## 2. Digital Marketing Activities



- Social Media Marketing: Social media is a space for creating "conversations" through games, Q&A sessions, or private member groups. It fosters a sense of community belonging, which is a vital foundation for loyalty, shifting from mere information broadcasting to creating a space for building strong relationships with the brand.

# Marketing Activities

## 2. Digital Marketing Activities

- Content Marketing: Delivering "value" through knowledge, articles, or videos that are beneficial to the customers' lifestyles is an activity that builds a relationship as a "giver" rather than a "seller." This group of activities helps build long-term credibility and trust, as customers will feel that the brand is a dependable consultant.



# Marketing Activities

## 2. Digital Marketing Activities



- Digital Membership and Application Marketing: Applications are the most powerful touchpoints in the mobile-first era for creating continuous engagement. Using point accumulation activities, location-based notifications, and discount coupons to stimulate customer usage helps reduce the chance of customers switching to competitors through time-limited benefits.

# Marketing Activities

## 2.Digital Marketing Activities

- Email and Personal Message Marketing: Although these are traditional tools, they are highly effective in building personal relationships and creating impressions. Using birthday greetings, personalized product recommendations, or newsletters based on member preferences helps customers feel that the brand remembers and cares about them through activities with content tailored to individual preferences.



# Marketing Activities

## 3.Sales Promotion Activities

Sales Promotion Activities are essential tools for "modifying customer behavior" to encourage repeat purchases and continuous engagement. They serve as incentives that help nurture relationships, especially in highly competitive industries. These activities help prevent customers from easily switching to other brands (Low Switching Cost) through engagement-building initiatives. Popular sales promotion activities include:

# Marketing Activities

## 3.Sales Promotion Activities

- Loyalty and Point Accumulation Programs: These are the most fundamental sales promotion activities in CRM, involving the awarding of points for every expenditure to be redeemed for future discounts or rewards. This activity helps create a "Switching Cost," as customers would regret losing their accumulated benefits if they had to start over with another brand.



# Marketing Activities

## 3.Sales Promotion Activities



- Membership Tiering: Organizing promotions based on customer levels (Gold, Platinum) helps create a sense of pride and recognition. It provides different privileges based on the value the customer provides to the brand (Customer Lifetime Value), motivating customers to try to maintain their status or continuously upgrade their membership level.

# Marketing Activities

## 3.Sales Promotion Activities

- Providing Benefits on Special Occasions: Such as birthday promotions or membership anniversary gifts. These activities do not primarily focus on sales volume but emphasize creating a personal impression to make customers feel they are more important to the brand than general customers.



# Marketing Activities

## 3.Sales Promotion Activities



- Games and Lucky Draws: These activities create excitement within the relationship. This type of activity is often used to stimulate customer interaction with the brand during periods of stagnant sales, or to attract customers to register their information in the CRM database to gain entry.

# Marketing Activities

## 4. Experiential Marketing

Experiential Marketing Activities are key strategies for creating sustainable differentiation in an era where products are similar. They focus on creating "memorable experiences" through sensory stimulation and participation, aiming to build an emotional bond so strong that competitors cannot replicate it. Experiential marketing activities used to build customer relationships include:

# Marketing Activities

## 4. Experiential Marketing



- Creating Immersive and Participatory Atmospheres: This involves organizing activities that immerse customers in the world of the brand, such as specially designed booths or lifestyle-oriented workshops on product usage. These help customers develop a sense of shared experience and perceive the brand's image from a closer perspective.

# Marketing Activities

## 4. Experiential Marketing

- Providing Exclusive Experiences for Members: Organizing activities with restricted access for specific customer groups, such as private previews or behind-the-scenes tours. These activities create in-depth experiences that make customers feel their significance and a true sense of belonging to the brand family.



# Marketing Activities

## 4. Experiential Marketing



- Real-Life Trial Activities: Designing activities that allow customers to "actually use" products in special situations instead of general sampling, such as test-driving on exclusive routes or actual cooking under a chef's guidance. This helps build confidence and impressions that lead to repeat purchases in the future.

# Marketing Activities

## 4. Experiential Marketing

- Relationship-Building Activities through Shared Senses: Using sight, taste, smell, and sound as part of activities, such as a unique signature scent at a branch or music designed to create a relaxing mood for member customers. These elements become "emotional anchors" that cause customers to think of the brand every time they encounter a similar sensory experience.



# Designing Marketing Activities

- From the classification of the four types of marketing activities mentioned above, it can be seen that each activity has different strengths and roles in building relationships. Choosing marketing activities must therefore be systematically analyzed; decisions cannot be made based on trends or popularity alone. It requires a marketing activity design process.
- Designing marketing activities is like a blueprint that transforms activity concepts into measurable actions, focusing on setting objectives, analyzing customers, and managing resources for maximum efficiency. The details are as follows:

# Designing Marketing Activities

## Setting Objectives

To begin designing marketing activities, one must start by defining clear objectives to determine direction, budget, and measurement. Without objectives, activities may only create temporary fun but fail to produce long-term business results. The focus is on three main dimensions: New Customer Acquisition, Customer Retention, and Increasing Customer Value, with details as follows:

- **New Customer Acquisition:** This dimension focuses on expanding the customer base by converting "prospects" into "customers" to attract potential customers whose characteristics align with the brand into the CRM database system. It uses activities that create incentives for membership registration or provide trial privileges to collect preliminary data for relationship building.

# Designing Marketing Activities

## Setting Objectives

### Defining Marketing Activity Objectives:

- Customer Retention: The heart of CRM is retaining existing customers, which costs less than acquiring new ones, in order to reduce the churn rate. It focuses on interaction, expressing gratitude, and providing individual benefits to build loyalty and a brand community, leading to an emotional bond that makes it difficult for customers to change their minds.
- Increasing Customer Value: Once the customer base is maintained, the next step is to increase profits from the same group to enhance "Customer Lifetime Value." This uses sales expansion strategies through upselling or cross-selling, focusing on analyzing purchasing behavior to offer what customers truly need.

# Designing Marketing Activities

## Audience Analysis & Selection

After defining the objectives, the next step is to identify the "target group" with the highest strategic value. This is not just about identifying basic demographics, but a process of analysis to find customers who are most valuable to the organization. It is an investment return management under limited resources, including budget, time, and personnel. Three elements must be considered as follows:

- **Market Segmentation by Behavior and Value:** The heart of CRM is not treating all customers equally, but treating them "appropriately" according to their value. Using analytical data to segment and distinguish "high-value customers" from "customers about to churn" helps ensure activities reach those most likely to respond to offers and utilizes resources most efficiently.

# Designing Marketing Activities

## Audience Analysis & Selection

### Elements of Target Audience Analysis and Selection:

- **Analysis of Cost-Effectiveness and Relationship Management Costs:** Selecting the target audience must take into account "profitability" and maintenance costs. The focus should be on groups likely to generate long-term CLV rather than customers who generate high revenue but low profit. Choosing a group that is too broad or too specific may result in missed opportunities or wasted budget.
- **Understanding Individual Needs:** Deep insights are the key to achieving maximum precision in target audience selection. Focusing on target groups based on "unmet needs" or "aligned lifestyles" helps build stronger relationships through a true understanding of the customers' way of life.

# Designing Marketing Activities

## Channel & Tool Selection

Consideration is given not only to coverage but also to "appropriateness to the customer's context" and the "ability to create continuous interaction," ensuring that activity communication can seamlessly transform into relationship building. The key elements in considering the selection of communication tools and channels are as follows:

- **Omnichannel Communication Strategy:** Managers design communication channels so that online and offline channels work in harmony, such as using application notifications to invite customers to join in-store activities to create a continuous and seamless experience. The collaboration of communication channels helps transform reach into effective relationship building.

# Designing Marketing Activities

## Channel & Tool Selection

### Key Elements in Selecting Communication Tools and Channels:

- Media Selection Based on Target Audience Lifestyle: Choosing tools that align with the media consumption behavior of the previously analyzed target group. For example, elderly customers may respond well to "direct phone inquiries," while the younger generation is better reached through "short-form video."
- Deep Interaction Tools: Brands should choose tools that facilitate interaction, such as chatbots or using QR codes at events. These tools help draw customers back to digital platforms and increase the efficiency of data collection back into the CRM system. Using interactive tools helps transform general public relations media into measurable relationship connections.

# Designing Marketing Activities

## Channel & Tool Selection

### Key Elements in Selecting Communication Tools and Channels:

- Management of Frequency and Consistency: The heart of CRM is communication that is "just right." Selecting channels must come with frequency planning to ensure it is not excessive to the point that customers feel disturbed. Furthermore, content consistency must be maintained across all channels to ensure the activity's image remains credible.

# Designing Marketing Activities

## Budgeting & ROI

The final step in designing marketing activities is budget planning and outcome measurement, which evaluates how much "relationship value" a single activity can generate in return. Cost-effectiveness may not appear as immediate profit but may manifest as a reduction in churn rate or an increase in repeat purchases. The guidelines for budget planning and evaluation are as follows:

- **Budget Allocation Based on Customer Value:** Allocate the budget according to strategic worthiness instead of equal distribution for all customers. For example, focusing the budget on activities for VIP customer groups to maintain the core revenue base helps ensure that relationship maintenance for each target group reaches maximum effectiveness.

# Designing Marketing Activities

## Budgeting & ROI

### Guidelines for Budget Planning and Evaluation:

- Calculation of Return on Marketing Investment: This involves comparing the Customer Acquisition Cost (CAC) with the expected Customer Lifetime Value (CLV) to evaluate the long-term worthiness of activities. It helps demonstrate that the organized activities can generate sustainable returns beyond just temporary sales.
- Intangible Worthiness Indicators: Evaluation of worthiness must cover non-monetary key performance indicators, such as Customer Satisfaction Score (CSAT), Engagement Rate, or Word of Mouth, which will become valuable brand assets in the future. Measuring sentiment helps reveal the value of activities in the dimension of building lasting engagement.

# Designing Marketing Activities

## Budgeting & ROI

### Guidelines for Budget Planning and Evaluation:

- Assessment of Failure from Inactivity: Budget planning must consider the "opportunity cost" if a relationship maintenance activity is not organized, as the cost of acquiring new customers to replace them is often several times higher than retaining existing ones. Using the budget to maintain the customer base is therefore a more cost-effective choice from a CRM manager's perspective.

# Engagement

Engagement is the participation of consumers or followers toward a brand or various content, such as likes, comments, shares, follows, clicking to read more, or even word-of-mouth. Building engagement is a marketing approach that causes followers or customers to develop interest, opinions, or interaction, and creates a sense of closeness and bond with the brand, eventually turning them into regular customers.



# Engagement

## What are the advantages of Engagement metrics?

- **Measuring Content Interest:** Engagement is a "mirror" reflecting whether the content meets the needs of the target audience. If people like, comment, share, or watch until the end, it indicates that the content resonates with them. However, if any content has low engagement, marketing strategies should be adjusted to better reach the customer group.
- **Building Long-Term Relationships:** Another advantage of engagement is its help in building relationships with customers or followers. For example, replying to customer comments or creating polls for followers to participate in makes customers feel closer to and more trusting of the brand. This leads to long-term Brand Loyalty, which can be furthered by creating Loyalty Programs to maintain the customer base and stimulate repeat purchases.

# Engagement

## What are the advantages of Engagement metrics?

- **Increasing Sales Opportunities:** Engagement is not just about communication; it also links to sales. Another advantage of having engagement metrics is that it helps increase sales opportunities because customers who frequently interact with the brand will feel familiar with and trust our brand. When customers feel that the brand is accessible and relatable, they can make purchasing decisions much more easily.
- **Generating Word-of-Mouth:** One of the advantages of engagement is that it makes customers "help promote" the brand themselves without having to spend any money on promotion. Especially if our products or services are already high-quality, with good after-sales service and fast delivery, it will be even easier for sharing or word-of-mouth to occur. This is considered the most powerful form of Word of Mouth, while also helping to reduce advertising costs and creating authentic reach.

# Engagement

## Types of Engagement

- **Social Media Engagement:** This is the most common and easiest form of engagement to measure because every social media platform provides clear metrics, such as the number of Likes, Shares, Comments, or Reach. These figures serve as signals indicating how much the created content attracts the interest of followers or customers.
- **Content Engagement:** This occurs when people clearly demonstrate that they are truly "interested in the content," such as followers reading an article to the end, downloading an e-book, clicking to view other sections of a website, or subscribing to an email newsletter.

# Engagement

## Types of Engagement

- **Event Engagement:** This refers to people's interest in participating in organized activities such as webinars, live streams, events, workshops, or completing surveys. This is considered a deeper level of engagement because followers provide their attention and dedicate their time to the brand.
- **Experiential and Emotional Engagement:** This includes word-of-mouth, product reviews, repeat service usage, or even defending the brand in case of online controversies. These are considered qualitative engagement metrics that demonstrate a true bond with the brand.

# Engagement

## Methods for Building Engagement

- **Valuable Content:** The primary method for building engagement is creating content that provides information, benefits, or entertainment, as this makes followers want to continue following and interacting consistently. This effectively helps generate likes, shares, and comments.
- **Consistency:** Regularly and consistently updating content—perhaps daily or 3–4 times per week—prevents followers from forgetting our brand. This keeps the brand within the followers' sight at all times, which helps build brand confidence.
- **Two-way Communication:** Two-way communication, such as replying to comments, interacting in chats, or asking open-ended questions for customer participation, makes followers feel that the brand "cares" and is not just communicating one-way. This further increases the closeness between the brand and the customers.

# Engagement

## Methods for Building Engagement

- **Personalized Experience Creation:** Tailoring content or offers to suit the target audience can also build good engagement (such as sending birthday gifts or promotions, or recommending products based on past purchasing behavior). This makes customers feel that the brand understands and cares about them.
- **Making it Easy for Customers to Purchase or Use Services:** Businesses that provide "convenience" for customers to purchase or use services—such as offering online queue booking to receive services in advance without having to wait in front of the store—will make customers feel that accessing the service is easy. It shows the store cares about waiting issues and can manage queues systematically. This is classified as experiential and emotional engagement that will lead to sharing or word-of-mouth.

# Engagement

## Optimizing Engagement Marketing

- **Analyzing Target Audience Behavior:** Correcting and identifying target audience behavior is crucial. Knowing what customers are interested in, which platforms they use most frequently, and what type of content they prefer will help in designing strategies that are much more on-point.
- **Using Data-Driven Marketing:** Data-Driven Marketing, or collecting in-depth data (such as click-through rates, average time spent on a page, or the most shared content), will help in continuously improving strategies.

# Engagement

## Optimizing Engagement Marketing

- **Creating Interactive Content:** Good engagement is not measured by likes alone, but also includes the participation of followers. Therefore, interactive content should also be created (such as polls, questions, quizzes, or mini-games), which makes consumers feel entertained and more willing to participate.
- **Making Consumers Feel Like a Part of the Brand:** In addition to creating collaborative content, another technique to enhance engagement effectiveness is making consumers feel they are part of the brand—for example, implementing customer feedback or sharing customer reviews.

# Public Relations

Public Relations is the process of building relationships, understanding, and credibility to create a positive image for a brand. Unlike advertising, which focuses on selling products, public relations emphasizes creating positive attitudes so that customers become interested in products through their own trust. This can be achieved through various methods, both spoken and written, and is not limited only to storytelling.



# Public Relations

## Public Relations Methods

PR can be conducted in various ways, which can be both spoken and written, and it is not limited to always coming out to say something. The methods considered as Public Relations include:

1. Providing News to the Media or Giving Interviews: Providing news and interviews helps create "third-party credibility." Sending press releases or holding press conferences helps create mindshare, clarify facts, and manage crises. Interviews by executives are opportunities to demonstrate vision and humanize the organization in the eyes of the public.
2. Announcements through Brand-Owned Channels: Organizations elevate themselves to become content creators through their own channels (websites, social media) for "power of control." This allows them to fully determine the speed, direction, and tone of communication without worrying about content being truncated. It facilitates two-way communication where brands can listen and respond immediately.

# Public Relations

## Public Relations Methods

PR can be conducted in various ways, which can be both spoken and written, and it is not limited to always coming out to say something. The methods considered as Public Relations include:

3. Sponsorship: This involves seamlessly integrating the brand into the lifestyle and interests of the target audience. The core principle is the "image transfer" from well-liked activities to the organization. This helps promote positive sentiments and emotional loyalty that are deeper and more lasting than general information perception.
4. Organizing Social Projects: Organizing social projects focuses on solving problems or responding to community needs, such as donations or charitable activities. These are essential tools that help build good feelings and quickly demonstrate the organization's kindness toward fellow members of society. They help bridge the gap between the business sector and the public, which is a fundamental basis for building public relations.

# Public Relations

## Public Relations Methods

PR can be conducted in various ways, which can be both spoken and written, and it is not limited to always coming out to say something. The methods considered as Public Relations include:

5. CSR (Corporate Social Responsibility): CSR is the systematic integration of social responsibility into business processes across all dimensions. It helps build a stable and credible long-term image through transparent and fair business operations, serving as the strongest reputational shield when the organization faces a crisis.
6. CSV (Creating Shared Value): CSV is the design of business models that generate economic profit alongside sustainable social development. It utilizes the organization's core expertise to solve social problems for mutual success, proving that organizational success and social well-being can truly grow together.

# Public Relations

## Public Relations Methods

PR can be conducted in various ways, which can be both spoken and written, and it is not limited to always coming out to say something. The methods considered as Public Relations include:

7. Organizing Special Events: Organizing special events is a powerful strategy to attract attention and create recognition through direct experience. It helps transform organizational messages into "living memories" and builds a deeper bond than one-way communication. It is a key opportunity to create content for diverse further communication across other channels.
8. Building Good Social Relations: Focusing on regular interaction to build good understanding and trust at the grassroots level. Consistently engaging in the field to listen to opinions, supporting community activities, or becoming part of the local way of life helps reduce potential conflicts arising from business operations. This transforms the organization's status from an "outsider" into a "trusted neighbor" who will support and protect the organization's reputation stably in the long term.

# Public Relations

## Benefits of Public Relations

Appropriate public relations will lead to the brand's competitive advantages as follows:

- Creating a positive brand image to attract new customers through strong Brand Awareness for those who do not yet know the brand, and for long-term customer retention.
- Customers develop trust and confidence in the brand; in the purchasing decision process, price will have less impact on the customer's decision.
- Customers feel more engaged with the brand when it communicates through marketing, compared to brands that do not communicate at all.
- Lower costs of public relations compared to advertising.

The advantage of public relations is a matter of good long-term relationships; when customers trust or feel confident in the brand, their purchasing decision tendency becomes easier, and credibility makes product price have less effect on decisions.

# Public Relations

## Limitations of Public Relations

However, public relations is not always the best method for marketing promotion. The disadvantages and limitations of public relations include:

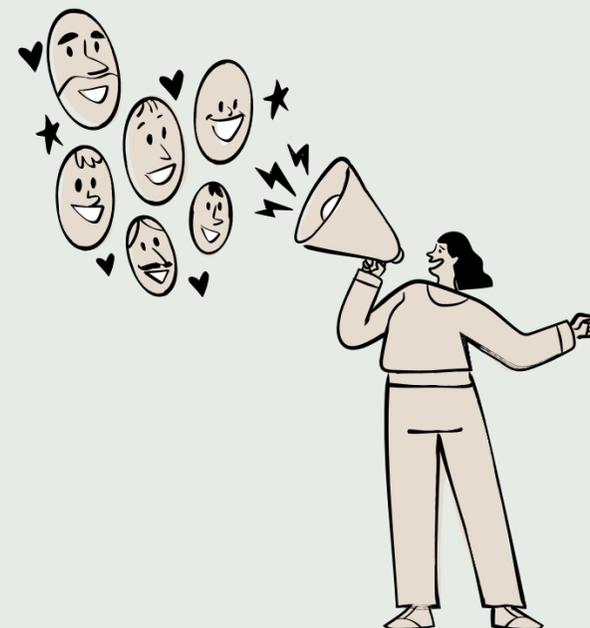
- It is a matter that takes time and is not something that happens immediately, much like building a relationship.
- It does not directly speak about the product or brand; it is merely communicating to build understanding with customers regarding what is happening or what the brand wishes to convey.
- It does not directly stimulate sales in the same way as advertising.

The limitation of public relations is that it does not focus directly on the product, but rather on creating and maintaining relationships and trust between the brand and customers. Consequently, public relations requires a considerable amount of time to build brand confidence and trust in using the product. As a result, public relations is not a strategy that can increase sales immediately like sales promotion and advertising.

# Public Relations

## How is Public Relations different from Advertising?

- Even though Public Relations (PR) is part of the "Promotion" in the 4Ps, just like advertising, PR is not advertising. PR focuses on building a long-term image and trust, without aiming to directly offer products for sale or stimulate sales. The resulting credibility will become a key factor influencing consumers' purchasing decisions in the future.



## Integrating Activities and Public Relations into the CRM System

- From the previous content, organizing activities, designing plans, and public relations are all essential components in creating "positive experiences." However, what is equally important for a CRM system as a management system is answering the question of how to leverage the results from these activities to further long-term relationships.
- Without data integration, organized activities will be merely events that happen and end, and the brand will be unable to remember the customers. To ensure that activities and public relations become the gears that drive CRM strategy to full efficiency, the next step is "the integration of activities and public relations into the CRM system."
- If integration is effective, it can transform the power of activities and brand image into the gears that drive the organization's CRM system. This will help the organization "remember" customer behavior more accurately and "predict" future needs powerfully. Integrating activities into the CRM system covers four key components:

# Integrating Activities and Public Relations into the CRM System

## Converting Activity Participants into a Customer Database

A strategic process to collect behavioral data from every activity touchpoint, converting participant status into identifiable names in the database. Techniques and strategies for Converting Activity Participants into a Database include:

- **Value-Exchange Registration:** This is requesting customer data on a voluntary basis by offering worthwhile benefits in return (such as scanning a QR Code to receive a premium gift). This helps the brand obtain accurate and truthful information from customers.
- **Behavioral Data Collection via Touchpoints:** Modern technology helps marketers collect deeper behavioral data through scanning into sub-activity stations. This allows them to see which booths customers are particularly interested in and record this into the CRM system to automatically identify each customer's preferences, enabling precise customer relationship management.

# Integrating Activities and Public Relations into the CRM System

## Converting Activity Participants into a Customer Database

Techniques and Strategies for Converting Activity Participants into a Database:

- **Seamless Data Integration:** Data from offline and online activities must be immediately transferred to the central database to prevent data loss and enable the team to send thank-you messages or satisfaction surveys to customers promptly. This process helps create an impression that the brand truly values the customer's participation.
- **Compliance with Personal Data Protection Laws:** Importance must be given to the PDPA (Personal Data Protection Act) by clearly informing participants of the purpose and requesting consent. Gaining trust in providing information helps enhance the brand's professional image and credibility.

# Integrating Activities and Public Relations into the CRM System

## Using CRM Data for Personalized PR Communication

Organizations should refine the data collected from various activities for use in "Personalized" communication, with the goal of delivering the message to the "right person, right topic, and right time." This ensures customers feel the brand remembers and values them as special individuals. Public relations and activity organizing are not about sending the same message to everyone, but about using data to build genuine relationships. The guidelines for Using CRM Data for Personalized Communication are as follows:

- **Presenting Content Based on Interest:** By analyzing activity participation history or purchasing behavior in the CRM system, brands can choose to send news that matches each individual's taste (such as sending an SUV event invitation to a group that previously inquired about family cars) instead of sending it to the entire customer base to reduce annoyance. This will significantly increase response rates by presenting content based on interests.

# Integrating Activities and Public Relations into the CRM System

## Converting Activity Participants into a Customer Database

### Guidelines for Using CRM Data for Personalized Communication:

- **Using Data to Identify Appropriate Timing:** The CRM system helps marketers predict when customers should be communicated with (such as special privileges before a birthday or reminders for product maintenance activities when the due date approaches) to create a feeling that the brand is an "understanding consultant." Such well-timed communication consistently looks after customers and increases the efficiency of relationship management through accurate data.
- **Communicating Through Customers' Preferred Channels:** Data in the CRM system can identify which channel each customer responds to most (such as email, application, or personal message). Choosing to communicate through a customer's favorite channel not only increases the chance of the message being seen but also demonstrates respect for the customer's privacy and lifestyle, ensuring that communication through preferred channels achieves maximum efficiency in relationship management.

# Integrating Activities and Public Relations into the CRM System

## Converting Activity Participants into a Customer Database

### Guidelines for Using CRM Data for Personalized Communication:

- Creating "Immediate Impression" Experiences: Data from CRM can be forwarded to frontline staff for personalized greetings or services (such as welcoming by name while mentioning a recently purchased product, or preparing a customer's favorite snack for an offline activity). Integrating data into such practical action is the pinnacle of relationship building that is difficult for any competitor to replicate.

thank you

Q & A

