

# How CRM can add measurable value to your brand

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Customer relationship marketing (CRM) is an important tool to help turn your marketing campaigns into a success. With this tool, repetitive tasks are automated, freeing up time for teams to engage with tasks, that are more demanding to meet business objectives.



Customer relationship marketing also empowers businesses to learn more about who their consumers are and what they want, making it much easier to communicate with them on a more personal and direct manner.

This is vital as consumers continue to embrace digital trends and new technologies. Consumers are very decisive and selective when it comes to the content they consume and the purchases they make online.

Here are 4 tips on why you should make CRM an important part of your marketing strategy.

## 1. Target the right user at the right time

Personalised, rich and useful content will not only improve customer experience but also assist in turning the user into a paying customer, which is good for business. A happy and satisfied customer is more likely to continue to trust you and recommend you to others.

## 2. Retain customers

Use the information customers provide and their behaviour to predict their next interaction with your brand. CRM can do this and when applied correctly encourage customer loyalty and builds long-term relationships.

## 3. Use data to your advantage

CRM is data rich and using that data, marketing professionals and their agencies can understand how customers and potential customers interact. These reports indicate what works efficiently and what elements need improvement. Knowing this and making the necessary optimisations will make the customer experience with your brand more enjoyable.

## 4. Use education and information to your advantage

CRM and online learning programmes are an excellent tool for B2B and B2B2C brands to inform, convince and create strong advocates for you.

With so much content to engage with, make CRM work for you, by ensuring your customers and potential customers value their experience when interacting with your brand. By offering them valued experiences, they will be happy and satisfied, returning often to engage with your brand, making purchases and increasing your business revenue.

### ABOUT MICHAEL GULLAN

Michael Gullan is the founder and CEO of G&G Advocacy. Michael provides strategic consulting to G&G Advocacy's clients at a senior level. Michael is passionate about the science of adult learning in the corporate workplace and has made it his mission to provide innovative and effective e-learning solutions designed to nurture an educated and high-performance workforce in South Africa so we can build a stronger, sustainable economy which creates more jobs and opportunities for society.

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