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Social Media Marketing Strategies Based on CRM Value Chain Model

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A R T I C L E   I N F O

A B S T R A C T

Despite the fact that social media marketing has a long history, new marketing methods and the rise of digital marketing have transformed it. Social media marketing's aims, tactics, and approaches are all centered on the consumer, thus there's a strong link between this sort of marketing and existing customer relationship management (CRM). This essay aims to investigate this connection and clarify the findings in order to better social media marketing efforts. This study's methodology is based on the value chain model, which is one of the CRM models. This approach considers customers, network, and management to deliver effective communication for value creation based on work processes, data, and information, as well as organizational leadership. We extract the effective and reciprocal variables between CRM and social media marketing in this study. The findings suggest that, using the proposed model, new social media marketing strategies may be proposed that generate incentives to share organizational resources in order to attract new customers through the media, pay attention to customer branding, and develop specific capabilities. This type of information technology is used.

1. Introduction

In today's environment, outdated marketing theories that were widely accepted a few decades ago are no longer relevant. Consumer needs are at the center of marketing. All marketing efforts are directed toward meeting the diverse needs of customers. In today's marketing idea, the customer is king. Culture, society, family, work group, and other factors influence consumer needs. Any change in the consumer's

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environment will have an impact on their needs and purchase patterns. Consumer needs are at the center of marketing. All marketing efforts are directed toward meeting the diverse needs of customers (Melovi, et al, 2021). The COVID-19crisis has affected many issues in the world, including marketing. The COVID-19crisis is affecting consumer behavior and thus the way in which marketing can be used (SaeidNahaei1& Naziri-Oskue, 2021).

Digital marketing, like many of the professionals that work in the sector today, began in the 1990s. Since then, the sector has grown at dizzying speed, spawning a plethora of new marketing techniques. Every brand can employ a combination of these strategies to attract its target audience and generate more money, from search engine marketing to account-based marketing. Everything you need to know about marketing kinds. Marketing is a field that is always changing. Existing notions are examined and revised to reflect contemporary economic and social developments. As a result of technology advancements and marketing research, newer concepts arise (Saura, 2021).

Customers are becoming more empowered as a result of social media, and they are taking charge of the marketing communication process by becoming message creators, collaborators, and commentators. As social media has progressed from a single marketing tool to a marketing intelligence source (where companies can observe, analyze, and predict customer behavior), it has become more important for marketers to strategically use and leverage social media to gain a competitive advantage and superior performance (Li, et. al, 2021). Whether you like it or not, social media is an important element of the brand and business game. Each post is an opportunity to create your brand in the minds and hearts of those who share your vision on social media; it is not just about reaching people and generating conversions to your site. Of course, obtaining leads and converting them is a critical short-to-medium-term objective. Social customer relationship management (CRM) tools integrate with social media, allowing you to track engagements, listen to your audience on at least one social channel, and handle ads more effectively. CRM and social media integration allows you to streamline client interactions throughout all stages of the customer lifecycle while also providing deeper contact data (Duff, 2021).

2. Literature Review

The goal of this study is to look at how e-Marketing, e-CRM, and e-Marketing affect e-Loyalty and firm success. The research is quantitative and based on a questionnaire. The SmartPLS 3.3.3 software is used by data processing tools. During the covid pandemic and digital era, the major data collection strategy was to distribute online questionnaires via online surveys to 286 managers of non-e-commerce enterprises. Digital marketing becomes a priority for companies and various manufacturing and service companies (Ghahremani-Nahr1 & Hamed Nozari, 2021). The regression test results show that e-Marketing has a significant impact on company performance, e-CRM has a significant impact on company performance, e-Marketing has no significant impact on e-Loyalty (e-CRM has no significant impact on e-Loyalty), and e-CRM has no significant impact on business sustainability through e-Loyalty. Finally, through e-Loyalty, e-Marketing has no substantial impact on company performance. That is to say, both e-marketing and e-CRM have an impact on e-loyalty separately and simultaneously (Haudi, et. al, 2022).

Another study attempts to introduce the MEGA MARKET CRM system's establishment and development. In today's market economy, the importance of business information management, as well as consumer information, is critical for a company's existence. When customers' needs are becoming more diverse and rapidly changing, a good information management system is required to take advantage of chances to attract customers while also building solid customer connections, expanding markets, and diversifying products. In business, the most significant factors are competition and

customer acquisition. To do so, managers must have their own plans and advantages. The best customer information system for managing and managing business operations, attracting customers, expanding the market, profit, and reputation is the CRM system model. The CRM model adapts to the changing needs of enterprises in terms of customers, markets, data storage, and marketing operations (Tien, et. al, 2021).

The goal of this study is to look into the impact of e-marketing on e-loyalty, as well as the impact of e-CRM on manufacturing e-loyalty in Banten. The quantitative method was used in this study, and data was collected by distributing questionnaires to factory managers. Using a basic random sample procedure, the questionnaire was sent electronically. The questionnaire resulted in a total of 100 responses. According to the findings of the data analysis, e-marketing has a considerable impact on e-loyalty. Increases in the e-marketing variable are accompanied by increases in e-loyalty, while decreases in the e-marketing variable are accompanied by decreases in e-loyalty. The impact of e-crm on e-loyalty is enormous. The variable relationship model of e-crm, e-loyalty, and loyalty is unique to this study. The findings of this study can be used as a foundation for future research in other locations or countries (Riyadi, 2021).

Customer relationship marketing is a marketing approach used by many organizations who want their customers or consumers to keep buying their products or using their services, according to an article. The goal of this paper is to figure out what customer relationship marketing is, what its goals are, what its benefits are, what CRM enabling technology is, and what customer relationship marketing approach marketing is (Deniyev, 2021).

While several studies have found that cause-related marketing (CRM) is more effective when the product-cause fit (PCF) is high, some studies have found the opposite. Furthermore, while some studies have indicated that high-PCF CRM is more effective when consumer–cause fit (CCF) or consumer–product fit (CPF) is also high, others have found that CCF has a negligible influence on high-PCF CRM. CPF may attenuate the effect of CCF on the effectiveness of high-PCF CRM, given the inevitability of CCF and CPF in CRM. As a result, a study looked into the interaction effect of the CCF and CPF on the impact of high-PCF CRM on consumers' product purchase intent (PPI). When the CPF was low, the findings of an experiment revealed that a high-PCF CRM improved the PPI independent of the CCF. When the CPF was high, high-PCF CRM increased the PPI when the CCF was likewise high, but when the CCF was low, it decreased the PPI. According to the findings, for high-PCF CRM to have a positive effect on PPI, CCF must be high when CPF is high, whereas high-PCF CRM may improve PPI even if CCF is low when CPF is low (Sung, et. al, 2021).

Connected ecosystems decide the new business problems in the B2B sector, where data-driven decision-making is critical for successful strategies. Simultaneously, the use of digital marketing as a communication and sales channel has necessitated the development and implementation of Customer Relationship Management systems in order to properly handle firm data. Although there has been research on B2B traditional marketing techniques that leverage CRMs and Artificial Intelligence (AI), there has been little research into the understanding and application of these technologies in B2B digital marketing. A study creates a literature evaluation on the important academic contributions in this area to fill this vacuum in the literature. The data are then examined using a statistical approach known as Multiple Correspondence Analysis (MCA) under the homogeneity analysis of variance by means of alternating least squares (HOMALS) framework written in the R language to illustrate the outcomes of the literature study. The findings define CRM kinds and typologies, as well as the major approaches and

applications of AI-based CRMs in B2B digital marketing. In addition, there is a discussion, as well as directions and suggestions for further research (Saura, et. al, 2021).

A predictive model was created to aid brands in improving cause-related marketing campaigns by detecting the most significant links between key campaign factors. The cause-brand fit on attitudes toward the cause-brand alliance (=.40) had the biggest effect in the MASEM model (K = 81, N = 25,554). Consumers' participation with the cause and their skepticism worked as mediation variables for two of the four potential belief elements investigated. Perceptions of cause-brand fit, attitude toward the brand, and attitudes toward the CRM alliance all mediated the impact of beliefs on CRM purchase intentions. Skepticism has a detrimental impact on CRM buying intentions as well (Rego, & Hamilton, 2021).

3. Social Media Marketing

Social marketing is the application of commercial marketing principles to achieve a social good. It began as a formal discipline in the 1970s, when Philip Kotler and Gerald Zaltman published, "social marketing-an approach to planned social change" in the journal of marketing (Kotler, & Zaltman, 1971). They observed that the same marketing principles that were used by commercial marketers to sell products and services could also be used to sell ideas, attitudes and behavior for the betterment of human life. The main goal of social marketing is not to make financial gains, but to bring about behavioral change for societal benefit. It includes promoting the use of seatbelts while driving, promoting regular health checkups, persuading people to get their children vaccinated, asking people to give up tobacco use, etc.

Principles of Social Marketing are (Tuten, 2020):

i. Efforts should be made to understand the customers, i.e. the people whose behavior is sought to be changed. Their needs, motivations and fears should be analyzed by questioning and listening to their viewpoints.

ii. The audience should be divided into sub groups to increase effectiveness of the social marketing programmers. People with shared needs and characteristics should be identified and targeted with specific policies. For example, for a polio eradication campaign, parents with young children below age of five would be the target group.

iii. The essence of social marketing is to bring about positive changes in people's behavior. The social marketing group should interact with the people, get involved with them and encourage them to bring about changes in their beliefs and lifestyles. An effective communication policy is very vital for making the people adopt changes.

iv. The forces which motivate people to act should be recognized. Plans should be expressed to them in such a way that it makes sense to the people and helps them understand how this plan can benefit them or the society.

v. A wide range of communication tools should be used to reach the people. Mass media like television, radio, newspapers, and outside advertising media like billboards, posters, etc. should be utilized to ensure wide coverage.

vi. The customers should be involved in planning and implementing the behavior change programmer. The views of the public should be taken into account while developing the policies and delivering the service.

vii. Collaborations should be formed with partners, stakeholders and other organizations sharing the same values and beliefs in order to improve communication and encourage effective engagement with audiences.

viii. Social marketers should be accountable in communication and marketing activities and demonstrate high ethical standards. They should adhere to values like integrity, honesty and impartiality.

Social Marketing Process are as follow (Kotler, et. al, 1991):

i. Preparation:

In the preparation phase, the foundation for the social marketing process should be laid. It is essential to have an understanding of the problem, the audience to be targeted and the environment in which the programmer will operate. There should be an agreement among the stakeholders about the planning process, project goals, the resources required, the communication media to be used, etc.

ii. Define the Problem and the Goal:

The problem should be defined from the social perspective. The potential causes of the problem should be studies and the desired outcome should be outlined. Other similar campaigns should be analyzed to gain an understanding about the specific problem and how the anticipated results can be obtained.

For example, if the problem is drug abuse among youths, the underlying cause could be unemployment and boredom. Initiatives providing vocational training to such youngsters along with de-addiction counseling may help to control the menace.

iii. Understand the Customer by Gaining an Insight:

It is important to identify the target segment for the social marketing programme. By analyzing the customer's current behavior, beliefs and lifestyle, an insight about his personality can be gained. The customer should be informed about the benefits he could gain by bringing about a change in his behavior.

Steps should be taken to minimize the effects of the probable barriers that might prevent him from changing. Specific behavioral objectives for each target market should be set keeping in view their uniqueness.

iv. Develop Strategy:

A vision for the future should be created. The potential involvements with the customers have to be decided in advance. The objectives should be prioritized on basis of their importance and the most important one should be accomplished first.

The sequence of the customer's journey from current behavior to visualized behavior also needs to be planned. Compelling campaign logic should be in place, it can be formulated by interacting with the public.

An agreement should be reached with all the stakeholders regarding the core elements of the strategy— the messages, language, symbols, communication networks, etc.

v. Implement:

The strategy so developed has to be put into action. The timeline for accomplishment of tasks should be fixed. The planned interventions should be pre-tested to check if any changes need to be made.

The marketer should carry out the involvements and interactions with the target group and encourage them to change their behavior and beliefs for the long-term benefits of the society as a whole.

vi. Review:

The progress that is being made as a result of these social marketing efforts should be measured. The organization should learn from each step and amend the policies wherever required. The experience

should be shared with other organizations having similar objectives. The ultimate purpose of social marketing is to bring about societal benefits.

The impact of the social marketing can be seen in the positive changes that have resulted because of such endeavors, like reduction in tobacco consumption, fall in infant mortality rate, increase in number of girls attending schools, etc.

With platforms like Facebook, Instagram, LinkedIn, and Twitter, brands can promote their business and engage with audiences on a more personal basis. However, with social media, two things are key to success: relevant content and consistency. No one logs on to social media looking for something to purchase, it's important to balance promotion with entertainment. Compelling images and captions that encourage your audience to like, share and comment will bring your brand that much closer to gaining a customer (Thackeray, et. al, 2012).

Now onto consistency – it's what keeps your followers coming back. How can they get invested in your brand if they rarely see it on their timeline? To make publishing content across platforms easy, there are a number of social media tools that automate the process. According to a 2021 wyzowl study, 87% of marketers say using video in their marketing strategy has a positive ROI. Whether it's for your website, YouTube channel, email list, and/or social media following, video can boost brand awareness, generate conversions, and close deals (wyzowl, 2021). Another type of marketing as contextual marketing is targeting online users with different ads on websites and social media networks based on their online browsing behavior. The number one way to make contextual marketing efforts powerful is through personalization (Kenny, & Marshall, 2000).

4. CRM

Customer relationship management (CRM) is a tool for managing all of your company's customer and potential customer relationships and interactions. The idea is straightforward: improve business contacts in order to expand your company. A customer relationship management system (CRM) aids businesses in staying in touch with customers, streamlining procedures, and increasing profits. When people talk about CRM, they usually mean a CRM system, which is a tool that aids in contact management, sales management, agent productivity, and other tasks. Customer relationship management (CRM) software can now be used across the whole customer lifecycle, including marketing, sales, digital commerce, and customer service contacts.

A CRM solution enables you to focus on your organization's relationships with individual people - such as customers, service users, colleagues, or suppliers - throughout the relationship's lifecycle, which includes finding new customers, winning their business, and providing support and additional services. Sales, customer service, business development, hiring, marketing, and any other line of business can benefit from a CRM system since it makes it easier to manage the external interactions and relationships that drive success. A CRM solution allows you to keep track of customer and prospect contact information, identify sales possibilities, track service issues, and manage marketing campaigns all in one place, and make information about each customer encounter available to everyone who needs it at your organization (Sin, et. al, 2005).

Collaboration and productivity are easier to achieve when data is visible and accessible. Everyone in your firm can see how consumers were contacted, what they purchased, when they last purchased, how much they paid, and much more. CRM can help businesses of all sizes develop, but it's especially useful for small businesses, because employees are always challenged to achieve more with less. Sales, customer service, business development, hiring, marketing, and any other line of business can benefit from a CRM system since it makes it easier to manage the external interactions and relationships that drive success. A CRM platform allows you to keep track of customer and prospect contact information,

identify sales possibilities, track service issues, and manage marketing campaigns all in one place – and make information about each customer encounter available to everyone who needs it at your organization (Cruz-Jesus, et. al, 2019).

Collaboration and productivity are easier to achieve when data is visible and accessible. Everyone in your firm can see how consumers were contacted, what they purchased, when they last purchased, how much they paid, and much more. CRM can help businesses of all sizes develop, but it's especially useful for small businesses, because employees are always challenged to achieve more with less. There is less time for everything else when there is more administration. A well-functioning sales team can generate a deluge of data. Reps are out on the road talking to customers, meeting prospects, and gathering vital information, but this knowledge is frequently lost in handwritten notes, laptops, or the heads of your salespeople. Details can get missed, meetings aren't always followed up on, and prioritizing consumers can be a guessing game rather than a data-driven activity. All of this can be exacerbated if a key salesperson leaves. But it's not simply sales that suffer when CRM isn't in place. Customers may contact you via phone, email, or social media, asking inquiries, following up on orders, or inquiring about an issue. Communications might be missed or lost in a rush of information without a consistent platform for consumer interactions, resulting in a slow or unsatisfactory response (Harrigan, et. al, 2020).

Even if you manage to acquire all of this data, you'll still have to figure out what to do with it. Intelligence can be tough to obtain. Reports can be time-consuming to produce and squander valuable selling time. Managers can lose sight of what their teams are doing, which means they can't provide the appropriate support at the appropriate moment, and a lack of monitoring can lead to a lack of accountability from the team. By organizing customer and prospect information in a way that helps you create deeper relationships with them and expand your business faster, a customer relationship management solution may help you locate new clients, win their business, and keep them satisfied. CRM systems begin by gathering information from a customer's website, email, phone, and social media accounts, among other sources and channels. It may also automatically bring in other data, such as current company activity news, and it can save personal information, such as a client's communication preferences. The CRM tool aggregates this data into a comprehensive record of individuals and businesses, allowing you to better understand your relationship over time. A CRM system is then utilized to handle day-to-day customer operations and interactions, thanks to a consolidated picture of every prospect and client. From a marketing standpoint, this entails delivering the right message to the right people at the right time via targeted digital marketing campaigns and journeys. With a clear perspective of their pipeline, sales professionals can work faster and smarter, resulting in more accurate forecasts. For their consumer shoppers (B2C commerce) and business buyers (B2B commerce), commerce teams can swiftly develop and scale ecommerce from online orders through curbside pickup (Chi, 2021).

5. Methodology

This study is based on the CRM value chain model. There are several different strategies or models for customer relationship management. For social media marketing, this model is suitable. A value chain is a high-level model developed by Michael Porter that identifies the processes a business uses to develop an end product or service for the customer. The goal of the value chain model is to identify and prioritize the most valuable activities to the company and improve processes to gain a competitive advantage (Ruan, 2020). The CRM value chain model applies this principle to customer relationships. This CRM model observes all the stages and activities required to build a relationship with a customer. These activities are divided into two stages: primary and support (Sardjono, et. al, 2021).

The primary stage of CRM has five main processes that enable the strategy.

- **Customer portfolio analysis:** The first step of the value chain model is to analyze your customers to identify your SSCs (a.k.a. the customers who create the most value for the company). This analysis stage helps companies understand their customers so they can better address their needs and expectations and develop strategies to maximize their lifetime value.
- **Customer intimacy:** The next step is to engage with the customer and build on the original database of information. At each touchpoint, companies should be collecting data on the interaction in order to better understand and serve their customer. The better you know your customer (and adjust your service accordingly), the more likely you are to retain their business over the long term.
- **Network development:** A business's network includes all people and entities involved in the value chain, including partners, suppliers, customer service, investors, etc. The goal is to use your customer data to inform the processes at each level of your network so that the entire system works together to optimize your customer's experience.
- **Value proposition development:** Armed with your customer information and interaction data, you can create value for your target customers. The idea is to shift the focus from the product to your service and to reduce process costs to create more value for the customer.
- **Relationship management:** The last stage of the value chain model is to manage your customer lifecycle. This process involves evaluating your business processes and organizational structure to manage acquisition, retention, and customer development.

Creating and developing these, underlying conditions will support a successful CRM value chain implementation. In Figure 1 is a model of Francis Buttle, consisting of five primary activities followed by four supporting activities leading to the final goal to increasing customer profitability. Starting with customer portfolio analysis, customer intimacy, network development, value proposition development, and manage the customer life cycle are used to ensure that the company, with the support of leadership and culture, data and information technology, people and processes. That is followed by supporting conditions so that the CRM strategy functions effectively and efficiently (Sardjono, et. al, 2020)
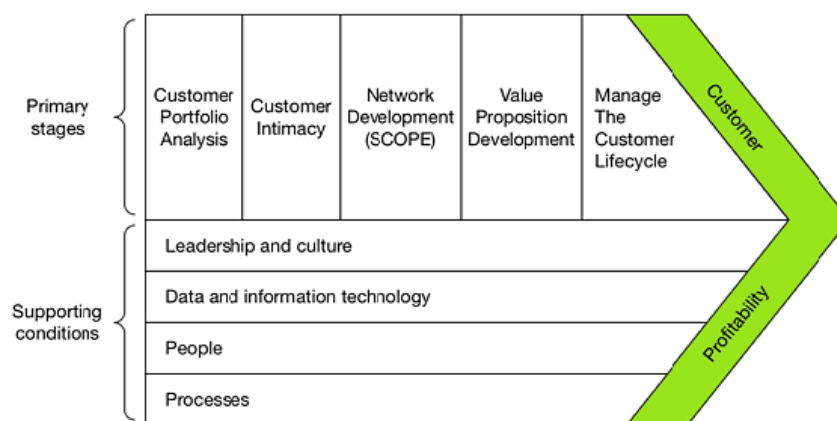

Fig.1. CRM Value Chain

6. Research Finding

According to the CRM value chain model, we collected the variables affecting social media marketing based on the opinions of experts. Table 1 shows this result.

Table 1. Social media marketing elements based on CRM value chain medel

	Leadership and Culture	Data and IT	People	Process
Customer Portfolio Analysis	Knowledge stores; Customer based strategy	Information; service Response; System use	Customer experiences; Customer satisfactions	Customer retention
Customer intimacy	To promote and sell	Complaints; Feedbacks; Suggestions	Service quality	Social listening
Network development	Network assets; Persuasion capital	To collect and collaborate	Supply network	Interaction
Value proposition development	Marketing communication capability	Market knowledge; E-CRM	To listen and learn; Customer life time values	Viral marketing; Business process; Sales process; Product innovation
Relationship management	Identification, Relationship bonds	MIS SIS EIS	Engage and empower customers; Relationship building	To empower and engage

Customer retention refers to a company's ability to turn customers into repeat buyers and prevent them from switching to a competitor. It focuses on customers who have already signed up for a service or purchased a product from you. But retaining customers is about more than just transactions, it's about relationships. Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate. The internet and the advent of social media have greatly increased the number of viral messages in the form of memes, shares, likes, and forwards. We also concluded that CRM strategies based on value chain model can drive the success of social media marketing. We outlined the dimensions of a social media marketing strategy based on Table 2.

Table2. Social media marketing strategies dimensions

Dimension	Social media marketing strategy
Main focus	Customer engagement
Direction	Transactional-oriented versus engagement-oriented
Plan	In exchange with customer-owned resources
Goals	To generate, integrate, and reconfigure social media resources to achieve specific marketing objectives
Facts	To capitalize on social media interactions and customer engagement so as to generate marketing resources

In social marketing, a transaction orientation occurs when business uses marketing solely to increase sales figures. All marketing is focused on the product instead of the customer, showing the product's advantages or any current promotions that will make the product more attractive. With a transaction

orientation, little marketing effort is put forward after a sale is completed. Marketing efforts change quickly to keep up with new product lines and features.

In Table 3, considering the above dimensions and according to the variables that we obtained for social media marketing, we list the CRM strategies for social media marketing. These strategies complement the business and customer value chain and provide an appropriate approach for the organization in managing its customer relationships in the application and conclusion of social media marketing.

Table3. Social media marketing strategies based on CRM value chain model

Key CRM value chain variables	Strategies of social media marketing
Customer resource integration, customer knowledge sharing, and learning are the key foundational customer engagement processes.	Take initiatives to enhance the engagement of customers in social media by integrating resources with them, exchanging knowledge, and learning as much as possible about their characteristics, attitudes, and behaviors.
Although the firm's customer engagement initiatives play an important role in motivating customers' voluntary contributions, their effectiveness may vary across market contexts.	Be wary of encouraging customers to use social media postings (especially for luxury and identity-relevant products), because this may harm customers' perceptions of premium brand image.
Social CRM capability is a firm-level capability that helps generate, integrate, and respond to social media information and enhance customer engagement.	Develop specific capabilities (e.g., those anchored on operational excellence, information technology, and specific employee skills/knowledge) to systematically collect, analyze, and act on data derived from interactions with customers in social media.

7. Conclusions

CRM is the largest and fastest-growing enterprise application software category, and worldwide spending on CRM is expected to reach USD $114.4 billion by the year 2027. If your business is going to last, you need a strategy for the future that's centered around your customers, and enabled by the right technology. We shape the future by considering the countless possibilities of what may exist (Samadi-Parviznejad, 2021). You have targets for sales, business objectives, and profitability. But getting up-to-date, reliable information on your progress can be tricky. How do you translate the many streams of data coming in from sales, customer service, marketing, and social media monitoring into useful business information? A CRM system can give you a clear overview of your customers. You can see everything in one place — a simple, customizable dashboard that can tell you a customer's previous history with you, the status of their orders, any outstanding customer service issues, and more. You can even choose to include information from their public social media activity, their likes and dislikes, what they are saying and sharing about you or your competitors. Marketers can use a CRM solution to manage and optimize campaigns and lead journeys with a data-driven approach, and better understand the pipeline of sales or prospects coming in, making forecasting simpler and more accurate. You'll have clear visibility of every opportunity or lead, showing you a clear path from inquiries to sales. Some of the biggest gains in productivity and in making a whole-company shift to customer-centricity can come from moving beyond CRM as just a sales and marketing tool, and embedding it in your business from finance to customer services and supply chain management. This helps to ensure that customer needs are at the forefront of business process and innovation cycles.

However, CRM systems have traditionally been used as sales and marketing tools, customer service and support is a rising segment of CRM and a critical piece in managing a holistic customer relationship. Today's customer might raise an issue in one channel, say, Twitter and then switch to email or telephone

to resolve it in private. A CRM platform lets you manage the inquiry across channels without losing track, and gives sales, service, and marketing a single view of the customer to inform their activities. The ability to connect these three functions, and the teams that deliver them, on one platform and with one view to the customer, is invaluable for delivering relevant, connected experiences. In contrast to acquisition marketing where the focus is on acquiring new customers, customer marketing is focusing on retaining your existing customers. The end goal is to delight your customers with your product or service as well as excellent customer service to turn them into brand advocates. The cost of acquisition is much higher than the cost to retain or upsell existing customers, so brands can benefit from investing in this type of marketing. However, it does rely on constant improvement of the customer experience, i.e. the impression you leave with a customer after you've provided service.

Simple ways to do this include eliminating friction in the customer service process, providing self-service resources, like online knowledge bases, and using customer service software to manage and automate interactions. Relationship marketing is a type of customer marketing that focuses on cultivating deeper, more meaningful relationships with customers to ensure long-term brand loyalty. It's not focused on short-term wins or sales transactions but rather on creating brand evangelists who will promote the brand. The key to doing this is by focusing on delighting your customers who are already satisfied with your brand. Then, come up with ways to turn those happy customers into raving fans. From there, you can request that they leave a testimonial, participate in a case study, or help you achieve your goals another way. One of the main objectives of marketing is to build deep meaningful relationships with the various stakeholders in the organization. In holistic marketing, the organization realizes the importance of maintaining enduring relationships with the customers, employees, suppliers, distributors, shareholders, financers, dealers, media, government agencies, community, etc. The ultimate goal of relationship marketing is to build a strong marketing network consisting of the company and it's supporting stakeholders with whom it has commercial relationships. Relationship marketing requires the knowledge about the different constituents of the environment, and also an understanding of their needs, desires and expectations.

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