

A group of five business professionals, three women and two men, are seated around a table in a meeting. They are all smiling and looking towards the camera. The man in the center is wearing a dark blue suit and tie. The woman on the far right is wearing glasses and a dark blazer. The background is a bright, modern office setting.

CEO Guide – Client Relationships

Client relationships – how to develop in a digital age

The advent of social media, online channels and digital technology is arguably one of the largest impacts on marketing.

It has transformed the marketing landscape to such an extent that one of the key landmarks, client relationships, need to be radically redressed for an organisation to achieve a successful marketing strategy.

The key change has been the move to personalisation, no longer is it acceptable to blanket-market or merely segment. Customers now expect an organisation to recognise them as an individual

72%

Pure-play digital channels as percentage of marketing budget as companies shift offline budgets into digital spend.





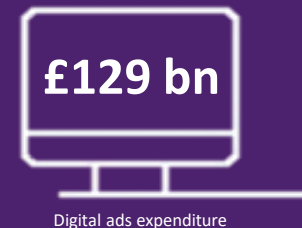
Engagement and capture

Using a succinct online strategy allows an organisation to engage with customers, providing the ability to personalise and tailor the approach taken. The advances in technology mean that an organisation is now able to participate in dialogue with customers to understand and capture their preferences; to seek out their key drivers and motivation for buying and to establish their price sensitivity.

True wealth of data

By having this rich picture of data means the organisation increases the opportunities to promote cross-selling opportunities through this highly detailed customer data analysis and profiling.

It would be a mistake to think that online client relationships apply only to B2C; it may have a different approach or more formalised platforms and channels, but it is just as relevant to those who are marketing business to business.





Analysis and interface

The essential elements to an effective online strategy require a central data-warehouse for collection and collation of client information. This then requires rigorous analysis of the data to provide quality insights which the marketing teams can incorporate effectively within the customer's online strategy. The campaign management then needs to effectively interface across all digital touch-points.

In order to develop effective online client relationships, the organisation needs to ensure:

- All marketing is relevant and useful. Clients are time-poor and are only interested in receiving information which is worthwhile reading. Each campaign needs to be succinct, tailored and pertinent.
- Marketing facilitates clients in both publishing and pulling product content. Clients do not work in isolation; they share and interact across a number of platforms and will often impart experiences and views.
- Clients will create their own communications and provide their own opinions, marketing should be engaging with the customer forums to understand opinions, ascertain ambassadors and identify trend leaders. A key role for marketing is to be seen to be an active listener, taking heed of the views expressed.
- Marketing needs to be based on trust and collaboration; customers will cross-reference data across multiple sources. All marketing should be factual, relevant and content driven.
- Customers use multiple channels and platforms, working at an increased speed. For marketing this means adopting a flexible multi-channel approach which responds quickly to customer demands.

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