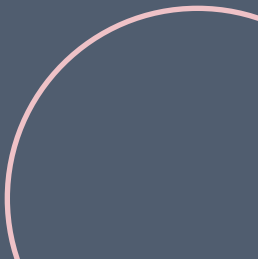


Edit
— SALOCIN —

Your ultimate guide to
Developing a CRM Strategy



Customer expectations are at an **all-time high**

66%

66% of customers today expect companies to understand their needs.

82%

82% of consumers believe that their preferences should be accommodated.

60%

Customer-centric companies are an impressive 60% more profitable than companies that aren't.

Yep, the world today is customer led - which means it's no big surprise that customer relationship management (CRM) is one of the fastest-growing and most important types of business applications on the planet.

In fact, as businesses become more aware of the importance of CRM and the customer experience, research by Gartner suggests that the revenue of CRM businesses has increased by 393% since 2010.

What does this all mean for businesses? That if you want to drive customer loyalty, achieve customer retention, and boost profitability, you need to deliver world-class customer experiences.

And to do so, you need a CRM strategy.

What is a CRM strategy?

A CRM strategy is the foundation of your customer relationship management. It helps you to build lasting relationships with your customers, improve loyalty and customer retention, and ultimately increase profits.

Basically, your CRM strategy enables you to deliver exceptional customer experiences by putting your customers at the heart of everything you do.

But not all CRM strategies are created equal, and if you are going to develop a successful CRM strategy that enables you to get the most out of your CRM system, you need to create a data-led, bespoke CRM strategy that suits your specific business needs.

The benefits of a CRM strategy

A good CRM strategy will enable you to identify the expectations of your customers so that you can nurture and manage your relationships, exceed customer expectations, and improve the customer experience.

There are numerous benefits to a strong CRM strategy, such as an enhanced insight into what drives your customers, improved customer retention, more accurate forecasting, increased productivity, and of course, the ability to deliver an exceptional customer experience.



How to develop a CRM strategy

If your CRM strategy is going to keep you at the top of your game and ahead of the competition, it needs to be flexible, adaptive, and ultimately work hard for you. Here's how to develop a powerful CRM strategy that delivers results:



Identify your vision and goals

First things first, you need to decide what it is you want to achieve from your CRM strategy. Yes, you want to better manage your customer relationships. But how? And why? Do you want to increase customer satisfaction or decrease churn? Boost referrals or increase your sales? And what do you need to do in order to achieve these goals?

When you identify key outcomes and have a clear vision and goals, it makes building your CRM strategy easier and will help you to get the results you need. It's not just about investing in a piece of software - instead, it's about stripping it all back, taking it back to basics, and building a data-led strategy from the ground up.

2

Make sure your data is clean

If you're going to build a solid CRM strategy, you need to use your data to get to know your customers and inform your decisions. Whether you're tracking customer satisfaction, are using data science to plan for the future, or are analysing your data to understand which campaigns have been successful and why, your CRM strategy begins with data.

However, to get the most out of your data and create a CRM strategy that truly works for your business, you need to make sure you can truly trust your data by conducting a data audit so you can understand the state of your insights.

From then on, you should regularly cleanse your data, update client information, and delete old contacts, so you can make sure your data remains relevant and accurate - so your marketing campaigns are as effective as possible.



3

Manage and store your data properly

Ensuring your data has strong data privacy and protection practices is also an essential part of your CRM strategy, especially as your business grows and the volume of data you are handling increases.

Data privacy should always be at the forefront of all your decisions regarding customer data - so if you're going to build trust with your customers and use your CRM to deliver great customer experiences, you need to make sure your data is well managed, well organised, [compliant](#), and stored in a secure way.

Essentially, by managing and validating your customer data ethically and efficiently, you will earn the trust of your customers, giving you access to first party data and ensuring that you have the most accurate information to segment.

In turn, this will enable you to unlock the full potential of your data and build your CRM strategy on the strongest possible foundations.



4

Identify your customer segments

The aim of your CRM strategy is to improve customer relationships - and to do so, you need to identify your customer segments so you can get to know who your customers really are.

You probably have thousands of customers on your CRM, but if you don't segment them properly, you won't be able to get to grips with what it is that makes them tick. So, once you've established your database, you should then use that data to track important information so you can better understand your customers, their wants, and their needs.

Ultimately, the more segments you have, the better you will understand your customers and the more personalised your marketing campaigns will be. And the more personalised your campaigns, the bigger the impact you will have on the customer.

5

Use your data to understand your customers and their behaviour

Once you've identified your customer segments, you can then begin to use your data to predict customer behaviour and inform your decisions.

Most companies already understand who their customers are on a basic level, whether this is from creating personas or gathering general insights about customer interests. However, no customer journey is the same - and if your customers are going to feel special, you need to understand each customer and how their own unique journey works.

Modern data strategies bring together data science, data analytics, first-party data, and insights to map your customer journeys and paint a crystal-clear picture of your existing and potential customers. They allow you to access insights, unlock in-depth customer profiling, predict behaviour and identify the best ways to interact with your customers, so you can plan for the future and ultimately deliver exceptional experiences.

Basically, it's about utilising your data to connect with your customers in a more holistic way so you can predict what they want, when they want it.

6

Undertake extensive targeting

Having segmented your customers, you can now begin to target them. As a CMO, one of your main objectives will be to strategically reach as much of your target market as possible.

The more customers you reach, the more opportunities you will have to convert them - but if you're going to create a clever CRM strategy, you need to use your data to target your customers effectively and supercharge your campaigns.

So, having identified what your customers want and need, you can then use this data to inform your strategy and create clever, targeted marketing campaigns that get straight to the point and really engage with your customers. The result? Improved engagement, increased conversion, and decreased churn.

7

Personalise your communications

As well as creating continuous, targeted marketing campaigns, you can also utilise your data to personalise your communications, too. It's about going one step further so you can really relate to your customers - and with [72% of consumers](#) only engaging with personalised communications, it's definitely worth the extra effort.

Basically, [marketing campaigns](#) with a personal touch can help to make sure you stand out from the competition - and when you combine a personalised approach with clever customer segmentation, you can begin to really nail your approach, nurture those relationships, and deliver a truly connected experience in today's hyper-personalised world.

8

Share valuable content for an exceptional customer experience

There are more ways to communicate with customers than ever before. However, in order to deliver a great customer experience, your CRM strategy should enable you to not only share content where your customers will see it, but also provide consistent messaging across each channel for a completely unified brand experience.

By weaving value-driven campaigns across all consumer platforms and delivering a consistent, multi-channel experience, you can build trust with your customers, nurture your relationships with them, and make them want to engage with you. The result? You attract the right customers, in the right way, at the right time.

9

Measure impact with effective monitoring and evaluation

If you are going to prove the value of your marketing campaigns, you need to monitor and evaluate your CRM strategy's progress - which is where data analysis comes in.

By tracking the performance of your campaigns and using metrics such as customer satisfaction, customer retention, and customer churn, you can check back against your initial goals to monitor your progress and see what has worked and what hasn't.

Doing so not only allows you to prove the value of your campaigns, but also enables you to identify actionable insights and opportunities for improvement so you can continue to hone your CRM strategy over time.

A [successful CRM strategy](#) should be flexible, constantly evolving, and continuously [improving](#) as your business and customers grow and change. Plus, once you have identified which campaigns work well, you can replicate them for the future, too.



10

Reach out to the experts

Finally, one of the best ways to ensure you develop a CRM strategy that really works is by enlisting the help of an expert CRM consultancy.

When you work with Edit, for example, we will strip everything back and use real data to inform our decisions, helping you to deliver seamless customer journeys and reach your customers in the right way, at the right time.

The result? Better sales, more effective campaigns, increased ROI - and of course, exceptional customer experiences.



How Edit can supercharge your CRM strategy

Here at Edit, we use data to drive our approach so that we can create CRM strategies that truly work for you. This audience-first approach means that you reach your customers in the right way, at the right time.

Sound good?

Contact us today to find out more about [transformational CRM](#) and how we can improve your CRM strategy by helping you to create bespoke CRM strategies that actually work.

If you want to find out more how our [team of Editors](#) can help you develop a powerful CRM strategy, [contact us](#) today to learn more.