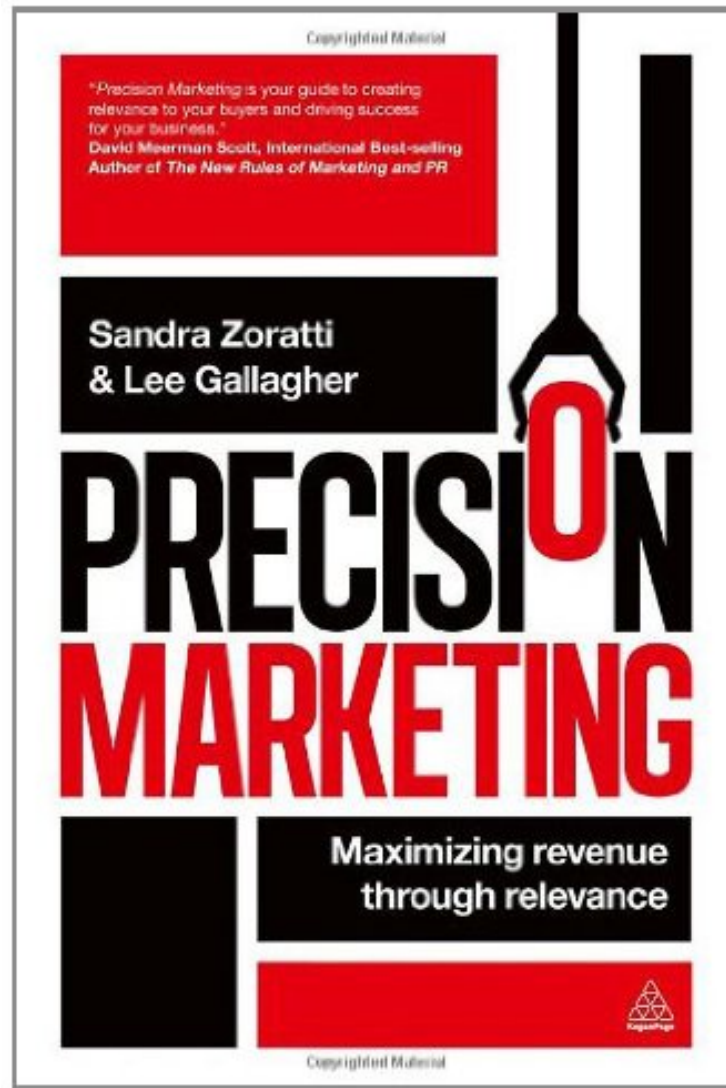


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Precision Marketing: Maximizing Revenue Through Relevance

Sandra Zoratti, Lee Gallagher

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Sandra Zoratti, Lee Gallagher : Precision Marketing: Maximizing Revenue Through Relevance before purchasing it in order to gage whether or not it would be worth my time, and all praised Precision Marketing: Maximizing Revenue Through Relevance:

0 of 0 people found the following review helpful. Great insight on how to increase your marketing metricsBy Nancy ArterPrecision Marketing is a great book that offers insight on how companies can more effectively use the customer data that they collect to build more relevant -- and meaningful -- marketing campaigns. By acting on the data correctly, these seasoned authors illustrate how to use the knowledge gleaned from existing customers to build campaigns that help to increase loyalty within the customer base, while at the same time targeting prospective customers who have a

high likelihood to become customers. The bottom line -- increasing the ROI of each marketing campaign by using an intelligent and sustainable marketing approach. Sandra Zoratti and Lee Gallagher provide a detailed approach on how companies can take advantage of marketing data, relevant messaging and marketing intelligence to build a successful marketing strategy in any economy. Precision Marketing is a must read for any marketing professional trying to increase their success metrics. I highly recommend it! 2 of 2 people found the following review helpful. Interesting read, but lots of fluff. By Ryan Naufel. Not a bad book, just uses a lot of words to say something about segmentation and execution that I have seen written in a 6 page article. Only other fault I had with the book was the sky-high level approach it took towards the ideas. Did not spend much time digging into details. 0 of 0 people found the following review helpful. Five Stars. By Jeff Jordan. This book is worth reading again and again!

Marketers around the globe are recognizing that increasing customization and precision is critical to their commercial success. Rather than devoting marketing budgets to mass campaigns, precision marketers are mining customer data for predispositions and propensities to spend in order to target buyers in sophisticated ways, with all communications targeted and relevant to each and every individual recipient. Precision Marketing will help you to develop the perspectives, capabilities and skills necessary to deliver more powerful marketing results. Drawing on case studies from companies such as Fiat, Amazon, Tesco and ING, Precision Marketing shows how today's leading performers are beginning to recognize, identify and capitalize on many of the concepts of precision marketing to set themselves apart and reach a whole new level of growth.

Sales and marketing leaders, managers and professionals; c-suite level executives; marketing consultants "Today's marketers can't survive without developing valuable, compelling and relevant content to customers at the right time. Precision Marketing uses some of the best research on the planet to show you why, and how, to leverage the right information to substantially grow your business. Read this book...then give it your CEO." --Joe Pulizzi, Founder, Content Marketing Institute; "If you read only one book on marketing this year, Precision Marketing stands alone as the obvious choice." --Aaron Harber, CEO, American Research Corporation; "Are you simply creating marketing campaigns to satisfy your own ego? That's what most companies do, even though highly sophisticated tools exist to help you reach individual buyers directly with information they appreciate. Precision Marketing is your guide to creating relevance to your buyers and driving success for your business." --David Meerman Scott, bestselling author of The New Rules of Marketing PR "Powerful! This book is a real-world account of becoming a social business through the use of data to drive customer engagement. Read this book if you are a business leader who wants to be set apart and deliver improved results." --Sandy Carter, Vice President - Social Business Evangelism, IBM; "Marketers run the gauntlet of business every day. Saddle up; it's time for change! Precision Marketing is a great read!" --Jeffrey Hayzlett, bestselling author of The Mirror Test and Running the Gauntlet About the Author Sandra Zoratti is Vice President, Marketing, Ricoh and manages a business created from former IBM and Ricoh companies located in Boulder, Colorado. Sandra built and launched the Precision Marketing practice from the ground up and is recognized as a thought leader in the area of Precision Marketing. Currently, Sandra is driving Ricoh's co-branded initiatives with the Chief Marketing Officer Council to help senior marketers around the world optimize customer engagement through the adoption of precision marketing practices. Sandra gained global marketing experience at IBM in the highly successful design and launch of the "Express" portfolio of offerings developed specifically for small and medium businesses (SMB). In this position, Sandra worked across all IBM brands and businesses charting IBM's formal entry into SMB markets. Her best practices approach has been adopted by several large corporations. Sandra serves on several national and international boards and is a published author and frequent speaker. Lee Gallagher is Director, Precision Marketing Solutions across Ricoh's multiple business lines. Lee's integrated marketing approach cuts through the cacophony of marketing messaging to deliver rock solid ROI. His efforts have placed him as a leader in strategy and design to some of the world's most highly respected brands. Lee is frequently known to say, "The difficult is easy but it's the impossible that takes me three days" as he shares and leverages his past 18 years with IBM to influence his marketing efforts at InfoPrint. At IBM, his unwavering commitment and passion led him to win every sales award that available, including the coveted Lou Gerstner Award. In reviewing his career Lee strongly believes the key to his success is and will continue to be, his drive to deliver relevant solutions and targeted, yet measured marketing to his customers. Most recently his work has been discussed in the Wall Street Journal, PBS, Business Week, and MSNBC.