Creating Customer Value

Capture Value From Customers And Build Customer Relationship

01

Understand The Marketplace, Customer Needs And Wants

- Research The Marketplace, Customer Needs And Wants
- Manage Marketing Information And Customer Data
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02

Design A Customer Driven Marketing Strategy

- Select Customers To Serve: Segmentation And Targeting
- Design A Value Proposition: Differentiation And Positioning
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03

Construct An Integrated Marketing Programme

- Product (Or Service) Design And Building Strong Brands
- Pricing And Making Attractive
- Place (Distribution): Making Available
- Promotion: Communicate Customer Value
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04

Build Profitable Relationships And Create Delight

- CRM: Building Strong Relations With Target Customers
- PRM: Building Strong Relations With Marketing Partners
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- Text Here

Capture Value From Customers In Return

05

Capture Value From Customers To Greate Profit And Customer Equity

- Create Customers Satisfaction And Delight
- Capture Customers Lifetime Value
- Increase Market Share And Share Of Customers
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Marketing Report Creating Value For Customers

Rosina Ehmann

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