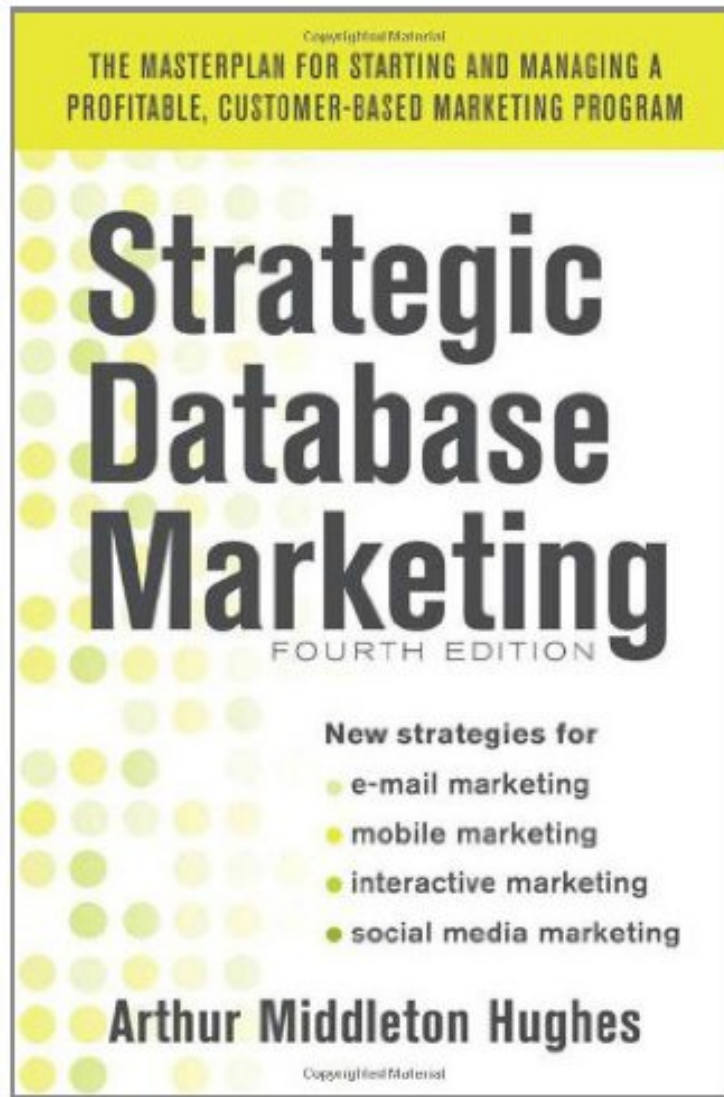


(Mobile book) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising Promotion)

Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising Promotion)

Arthur Middleton Hughes

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Arthur Middleton Hughes : Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising Promotion) before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising

Promotion):

3 of 3 people found the following review helpful. Game changer for those in marketing
By Jonathan Boehman
This book *shouldn't* be considered a groundbreaking book, but it *is*. This book covers what I believe should be the basics, but the reality is most marketing departments don't even come close to implementing the tactics outlined in this book, which cover everything from calculating lifetime value of a customer to tactics for communicating and creating loyalty. Email marketers will especially find this an indispensable resource, but it also informs every other aspect of marketing. The one drawback about the book to me is its heavy emphasis on e-commerce; I would have liked to see more examples on consumer services rather than just products (and maybe even some B2B examples). But that said, the principles within can be applied to just about any business model. This book was a game changer for my staff (I own an Internet marketing agency focused on creating online campaigns for companies targeting boomers and seniors). I found that Arthur Hughes does a good job balancing statistics and formulas with how to actually treat a consumer so as to establish a meaningful relationship with them; principles that are core to the work we do for our clients.

0 of 0 people found the following review helpful. a good intro to database marketing
By JMU_Fan
Overall, a good intro to database marketing, but the stats and examples are slightly outdated.

1 of 1 people found the following review helpful. You will be a more professional marketer after reading this
By Adan V Vega
If you're a software developer or marketer, you will benefit from reading this book. I highly recommend it to everyone.

Providing the most current marketing theories and strategies for 15 years; now updated to cover digital platforms so you can expand your reach even further! Retaining all the advice, tips, tactics, and strategies that has made it the go-to resource for marketers who take their craft seriously, Strategic Database Marketing now shows how to use marketing metrics, measure them, and predict the most profitable courses of action on Google, e-mail, smart phones, social media, and other websites. Arthur M. Hughes, founder and Vice President of The Database Marketing Institute, Ltd, has been designing and maintaining marketing databases for Fortune 500 companies and others for the past 30 years.

About the Author
Arthur M. Hughes is the founder and vice president of The Database Marketing Institute, Ltd. and a senior strategist at Silverpop. He has designed and maintained marketing databases for Fortune 500 companies and other organizations for the past 30 years.