

Database Marketing

Based on your marketing plan, what 6 - 12 offers can you make over 12 months to develop more business from them?

March	Offer 1	September	Offer 4
April	_____	October	_____
May	Offer 2	November	Offer 5
June	_____	December	_____
July	Offer 3	January	Offer 6
August	_____	February	_____

In sending a newsletter to your customers, fill in the table below of content, to make planning newsletters easy

	Special Offer	Technical article	FAQ's	Directors Message	Industry changes
March	Offer 1				
April	0				
May	Offer 2				
June	0				
July	Offer 3				
August	0				
September	Offer 4				
October	0				
November	Offer 5				
December	0				
January	Offer 6				
February	0				

What strategies will you use to communicate to and build loyalty in your database? Eg newsletters, VIP Program, Loyalty Card

1

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If you were to survey your customers, what are the 5 questions you would like to ask them?

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Define parameters that will divide your database into A, B, C & D customers (spends between X & Y, visits Z times p/a etc)

A customer is:

B customer is:

C customer is:

D customer is:

On your own program or in Microsoft Excel, create a group as of this month that lists your A & B Customers