

A Study of Customer Relationship in Digital Marketing

Dr Surjeet Kumar

Principal, Shekhawati Institute of Technology, Sikar (India)

ARTICLE DETAILS

Article History

Published Online: 10 December 2018

Keywords

digital marketing, customer relationship management

ABSTRACT

In this study, it shows how brand communication, query management service, and interactivity can help marketers boost customer relationships. The use of digital marketing channels for building customer relationships and long-term loyalty has recently gained attention. This paper talks about the Customer Relationship in Digital Marketing.

1. Introduction

Marketing professional back in 90's and 00's would have scoffed at the very idea that a decade or two decades later, companies would be able to run real time marketing campaigns. Marketing paradigm has undergone a sea change over the past decade. The internet has a profound impact on various industries but very few industries have witnessed a metamorphosis like marketing. Gone are the days when knocking on doors or cold calling was considered the easiest and most effective way of reaching out to consumers.

2. Review of literature

According to Russell et al. [1] customer relationship management is the new Intonation of marketing. Businesses like Oracle have come up with services and products and keyword Customer relationship management system and profit. Modern marketing shows for more developing and increase profitability of organization to produce good product, then attractive the whole of customer, the only way to get beneficial customer, marking relationship.

According to Al-Azzam [2] he says the customer relationship management First and leading, to form customer-oriented behaviors, organizations have to improve a suitable working environment for service in work. For example, giving staff with the current tools, and technology, customer satisfaction pursuing and complaints management systems, moving leadership, and right rewards systems can all make these behaviors [3].

Therefore, the achievement of CRM close depends on the vigorous involvement of the employees in the organization them self [4-6].

In finish, the customer-orientation strategy is one of an organization's resources to increase customer satisfaction and business income and is also a very significant measurement.

According to McMichael et al. [7] he say the main profit of organization to gain customer relationship more sales revue increase level of productivity and also have more business values like reduce direct marketing cost because when use the customer relationship management can easily know customer data if they complain or mark order and so help to contact and

keep their relationship and attractive new customer, and increase customer satisfaction, then used the churn rate, the customer churn reduce as sales, service and marketing better respond to customer needs so that is measurement number of customer who stop using or purchasing product or service from the organization. That can track customers through the World Wide Web and be able to forecast their forward moves wants and needs.

According Kotler et al. [8] he says the uses customer relationship management can changeable with customer relationship marketing. He says these CRM aim is to produce high excellence equity which he called customer equity. According Hogan et al. [9] further differentiates the three sectors of customer equity, relationship equity, brand equity and value equity. Researchers argue that CRM cannot be effective even if the organizations enjoy the most modern technology and adapt a customer oriented way, unless the project is finally integrated by them [10].

Further, as a confirmation for this point, Fan and Ku [11] stresses that CRM success requires effective service and suitable operation procedures, rather than only technological systems.

According to Al-Azzam [2], he says the customer relationship management First and leading, to form customer-oriented behaviors, organizations have to improve a suitable working environment for service in work. For example, giving staff with the current tools, and technology, customer satisfaction pursuing and complaints management systems, moving leadership, and right rewards systems can all make these behaviors [3].

Therefore, the achievement of CRM close depends on the vigorous involvement of the employees in the organization them self [4-6]. In finish, the customer orientation strategy is one of an organization's resources to increase customer satisfaction and business income and is also a very significant measurement.

3. Digital Marketing

Digital marketing is one kind of marketing being broadly used to advertise goods and services to reach customers using

digital channels. It extends beyond online marketing including channels that will not require the usage of Internet.

Brand communication could be persistent and personalized, and various options for a dialogue exist. The benefits of this include learning from and about customers, revealing certain requirements and interests, and being able to provide them with more personal service. From the customer context, the web has given chance to get up-to-date information with less effort to compare goods and services, and to get in touch with marketers. Moreover, in a very digital environment, customers increasingly use self-service and also have more choices to begin action (e.g. give feedback, check account balances, request and personalize marketing communication). From the customer context, perceived valuation on using digital channels and keep in touch with a marketer can come in several ways. It could be money, time, information, convenience, entertainment, assistance, social interactivity, prestige, or something else the customer enjoys. Building up a healthy relationship with a customer through digital platform can have a huge impact on business growth.

It provides mobile phones (both SMS and MMS), social media marketing, banner advertising, search engine optimization marketing and several other types of digital media. Through digital media, customers have access to information whenever and then for any place where they desire. With the use of digital media, consumers do not just depend on just what the company says regarding brand but additionally they are able to follow what the media, friends, peers, etc. To look at the utilization of digital channels in marketing from a customer relationship viewpoint offers much assistance to a marketer.

4. Customer Relationship Management

Although the customer was divided into two parts: internal customer and external customer, the internal customer is employee of company so that employee partially is asset of organization because the organization depends on, the organization must keep morality of their employee if they do not keep the productivity low so that the company must

mark policy to improve their employee and motivation then training to increase their talent and skills, that is double benefit of organization and employee, because they increase their productivity.

External customer is buyers they buy of organization, so that organization must collect data relating their customer, in fortunately Company have not management information system that reason was responsible lack of good customer relationship.

Profit is a financial benefit that is realized when the amount of revenue gained from business work reduce the expenses, and also say the profit when total sales revenue is greater than total cost, for example the total sales of Geele general trading company was \$100,000 and the total cost was \$75,000 so that the researcher say the profit of this Geele general trading company become \$25,000.

The researcher justify the amount of profit of this company comes total sales reduce total cost to gain profit of company if the amount of sales was greater than the amount of cost the amount gain we called profit, if the amount of sales is less than the amount of cost we called loss and if they same we called break- even point means no gain no loss.

5. Conclusion

This study has investigated the effect CRM on the profit of organization for the period which spanned last 10 years, the researcher use regression model tool was used our study; found the CRM are high influence organization in India. The objective was to investigate the impact CRM on benefit of business in India. To explore the CRM important of business, Indian companies have not department of CRM to keep customer satisfaction. The author recommends the organizations select right workers then provide courses relate CRM, it recommends to establish any origination department of CRM.

References

1. Russell S, Norvig P, Intelligence A (1995) Artificial Intelligence, A modern approach. Prentice-Hall, Englewood Cliffs, pp: 25-27.
2. Al-Azzam MFA (2016) The Impact of Customer Relationship Management on Hotels Performance in Jordan. International Journal of Business and Social Science.
3. Mechinda P, Patterson PG (2011) The impact of service climate and service provider personality on employees' customer-oriented behavior in a highcontact setting. The Journal of Services Marketing 25: 101-113.
4. Boulding W, Staelin R, Ehret M, Johnston WJ (2005) A customer relationship management roadmap: what is known, potential pitfalls, and where to go. Journal of Marketing 69: 155-166.
5. Payne A, Frow P (2006) Customer relationship management: from strategy to implementation. Journal of Marketing Management 22: 135-168.
6. Tamilarasan R (2011) Customer Relationship Management in Banking Services. Journal of Advances in Management.
7. McMichael GA, Rakowski CL, James BB, Lukas JA (2005) Estimated fall Chinook salmon survival to emergence in dewatered redds in a shallow side channel of the Columbia River. North American Journal of Fisheries Management 25: 876-884.
8. Kotler M, Stryjer R, Strous RD, Shaked G, Bar F, et al. (2003) Amantadine as augmentation therapy in the management of treatment-resistant depression. International Clinical Psychopharmacology 18: 93-96.
9. Hogan JE, Lemon KN, Rust RT (2002) Customer equity management: Charting new directions for the future of marketing. Journal of Service Research 5: 4-12.
10. Sin LY, Alan CB, Heung VC, Yim FH (2005) An analysis of the relationship between market orientation and business

- performance in the hotel industry. International Journal of Hospitality Management 24: 555-577.
11. Fan YW, Ku E (2010) Customer focus, service process fit and customer relationship management profitability: the effect of knowledge sharing. The Service Industries Journal 30: 203-223.
 12. <https://www.digitaltechnology.institute/blog/impact-of-digital-marketing-on-consumer-behaviour/>