

Integration of Digital Marketing in Customer Relationship Management (CRM)

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Abstract

Development of customer relationship management strategy requires sound research and experience. The changes in the digital consumer environment also plays a vital role in it. The digital environment that underlies social media can then be used as a reliable research tool which can generate valuable new knowledge for strategy development. CRM is a strategy to learn more about customer needs and behaviours in order to build stronger relationships with them. Digital marketing is an overview of user-generated content that utilizes affordable and comprehensive printing technology. Digital marketing fundamentally changes the way online communication is conducted, leading to dialogue between web users and organizations and their target groups. The combination of digital marketing and CRM enriches customer interconnection and allows businesses to evaluate and manage how they use social media while successfully engaging social customers. This paper provides a view on integration of Digital Marketing with Customer Relationship Management (CRM) strategies and provides an insight about the benefits of this integration for businesses.

Keywords: Digital Marketing, CRM (Customer Relationship Manager) and Business.

1. Introduction

CRM (Customer Relationship Management)

CRM allows users to control how they interact with your business. You can see how they are going to buy products from your business. This will help the client understand how to handle the conversion process. This is an important feature because not all buyers are going the same way. Users background and experiences are different and they deal differently with your website and sometimes it is difficult to process all the information in the desired way for creation of a better campaign. CRM simplifies the process and allows you to create an audience-specific campaign. This feature lets you see where you need to improve your

relationships. You can see that the gaps are flat, which will benefit more conversions. The CRM system takes into account many facts and statistics. It combines information like acquisition history, demographics, and keywords to better understand your audience. Using CRM will help you manage your audience and improve your business experience.

Digital Marketing

Digital marketing, online marketing, internet advertising etc. shows us that the internet use has doubled in the last decade, and this change has a significant impact on how people buy products and interact with businesses. Essentially, digital marketing refers to any online marketing effort like email advertising, one-click advertising, social media marketing, and even blogging. They introduce people to your company and help them believe they are buying. Here are some of the most common digital marketing assets and strategies used to reach people online.

Digital Marketing Assets

Almost anything can be a digital marketing asset. It just has to be the marketing tool you use online. That being said, many people don't know how many digital marketing assets they have. Here are just a few examples.

• Your website
• Branded assets (logos, icons, acronyms, etc)
• Video content (video ads, product demos, etc)
• Images (infographics, product shots, company photos, etc)
• Written content (blog posts, eBooks, product descriptions, testimonials, etc)
• Online products or tools (SaaS, calculators, interactive content, etc)
• Reviews

Social media pages

As you can imagine, this list just paints the surface. Most digital marketing assets fall into one of these categories, but the list continues to grow as smart marketers constantly come up with new ways to reach customers online.

Digital marketing strategies

The list of digital marketing strategies is constantly changing, but some of the strategies used by most businesses are as under-

Paid advertising per click

Click-through (PPC) advertising is actually a broad term that encompasses any form of digital marketing that pays per user who clicks on the ad. Google AdWords, for example, is a form of PPC advertising called "paid search advertising" (we'll do that in a few seconds). Facebook Ads is another form of PPC advertising and is "paid social media advertising."

Paid search advertising

Google, Bing, and Yahoo all allow text ads to run on search engine results pages (SERPs). Paid search advertising is the best way to target potential buyers who are actively looking for a product or service like yours.

Search Engine Optimization (SEO)

If you don't want to appear on the SERPs, you can use search engine optimization (SEO) to organically test pages or blog posts on your site. You don't have to pay directly for each click. However, getting a page ranked page usually takes a little time and effort.

Paid social media advertising

Social media platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat allow you to run ads on their site. Paid social media advertising is great for educating viewers who don't know you have a business, product or service.

Social media marketing

Like SEO, social media marketing is a free and organic way to use social media platforms such as Facebook and Twitter to run your business. Like SEO, promoting your business organically on social media takes more time and effort, but it will pay off in the long run.

Conversion Optimization (CRO)

Conversion Level Optimization (CRO) is the art and science of improving your online user experience. In most cases, businesses use CROs to get more conversions (hosts, chats, calls, sales, etc.) from existing website traffic.

Content marketing

Content marketing is another broad term for digital marketing. Content marketing involves digital marketing efforts that use content assets (blog posts, info graphics, e-books, videos, etc.) to increase brand awareness, clicks, lead, or sell.

Email marketing

Email advertising is the oldest form of online marketing and remains strong. Most digital marketers use email marketing to do specific promotions, highlight content (usually part of content marketing), or promote events.

Partnership marketing

Affiliate marketing pays someone else (person or business) to advertise your product or service on your website.

2. Objective of this research

The purpose of this study is to integrate social media with customer relationship management (CRM) strategies and to determine business benefits.

3. Methodology

The methodology used in the study is descriptive in nature and does not involve primary data collection. Information is collected from secondary sources such as journal articles, research papers, websites, and online social media portals.

4. Benefits of utilizing CRM

CRM offers many benefits to business. These benefits help improve and grow the conversion rate of the business. Few business related benefits derived from CRM are as follows-

- **Reduce costs**

When running a business, you are always looking for ways to reduce your costs. CRM helps reduce the cost of business and helps team focus on more important work. When running a digital marketing campaign, teams are always involved in simple, time-consuming tasks. With CRM, this tool can perform some of these simple tasks quickly. This allows employees to work on more important projects instead of focusing on smaller projects. CRM systems are able to manage and analyse user information. Instead of a team member studying all the data thoroughly and feeling its meaning, the CRM system will be able to do it automatically. This will save time and money. One can increase budget through CRM system. This feature allows concerned audience to see better than many people, which will give better information about the campaign. It will help to spend less money on data transfer and better campaigns. Each time you save money to get a conversion, you have a better chance of earning a return on investment (ROI). We want high ROI to help your business grow. A CRM system allows you to reduce costs and perform multiple conversions.

- **Organizes more effective campaigns**

As mentioned before, CRM provides additional information to help you organize a better campaign. People will react differently to your campaign. Using CRM will give you a better understanding of how people interact with your digital marketing plan. CRM can help you do this by guiding available guidelines with content for you. This helps to personalize their experience to make your business more interesting. People love when companies customize their campaigns. It makes them more important, and the company seems to have taken the time to get to know them and provide them with the best information. This leads to more conversions in your business and builds brand loyalty.

- **Increases participation**

CRM gives you audience reach. You will gain an understanding of customers and their purchases, which will help you plan according to their needs. When you make a personal plan, you increase participation. Your audience will gain a personal experience of your business. It tests your business and it gives you the opportunity to interact with your business. Using CRM can help you hear from the people in your business. This feedback provides the information you need to resolve and resolve issues related to your website or business.

Knowing what needs to be improved will give your customers a better experience and encourage them to interact with your site more often. Increased participation leads to increased sales. Your audience will know your business better and will be more comfortable making purchases. Using a CRM system will increase your brand engagement.

- **Creates stability**

It is important to be consistent across all platforms when running a digital marketing campaign. You want to convey the same message to all of your listeners, but in the way that speaks to them the most. CRM ensures that your message is delivered continuously throughout the campaign. With CRM, you can understand which messages are best suited for different audiences. If you have a weekly event, you can send different messages to different groups of your audience. Some people will be regular attendees without warnings about the event, while other viewers will be less involved and may need a reminder. It also helps keep your business more organized and better connected to your customers. For example, if you ask about your product experience more than once, people won't like the fact that your business isn't changing. Using the CRM system, you will know what messages are coming and who is receiving them. CRM helps you manage the messages that your audience is most dissatisfied with. You will build consistency throughout your campaign.

- **Builds Stronger Relationships**

Once you convert, this campaign will not end. Your customers should not be one-time customers. It is important to take the time and effort to establish communication so that you do not return to your customers. One aspect of a business that helps you build better relationships is customer service. If your loyal customer has a problem or issue with your product or service, they want immediate help. With the help of a CRM system, they will get the help they need. CRM will help customer representatives get all the information they need to help solve customer problems. They can find solutions and deliver them to the audience quickly. It's designed to solve your problem quickly, so your audience will have a better impression of the business. CRM not only improves your customer service, but also helps you create a better audience experience. As mentioned before, CRM helps deliver relevant content to your audience. When your audience gives them information they like, they are more confident in choosing your business.

5. Integration of CRM in Digital Marketing

Customer relationship management (CRM) is an important part of helping your business improve its relationship with a leader. A CRM system is an important tool to help you engage your leaders and deliver the content they want. This is a great way to find more valuable conversions for your business.

Digital marketing plays an important role in the successful implementation of customer success management. Let's look at four categories of Aberdeen Group CSM capabilities.

- Create visibility
- Encourage employees to connect and understand in a timely manner
- Execution unfairly
- Manage long-term goals

Marketing focuses on creating visibility, educating potential customers, and changing perspectives. An in-depth understanding of customer needs, behaviours, concerns, and feelings helps marketers truly transform conversations across all channels. Good digital marketers know how to gather customer feedback and information from across multi-channel and segmented users, integrate it into the user experience, and share that information across the organization.

It is the job of a marketer to regularly review customer information and obtain customer information. The main goal of marketing should be to develop a unified and reliable look for all customer trips (not just one sale).

Getting relevant and timely information is also right in the marketing cart. In order to access information analytics that reflects marketing automation tools, customer drivers, and behaviour, marketing will coordinate its interactions with customers and then tailor content and product offerings.

Marketers also know that the best practice is to share the insights they have gained with other teams, such as sales or product development, to align their business with customer expectations as a whole.

Furthermore, the "flawless implementation" of Aberdeen's recommendations depends on the key dimensions that define the successful marketer. For example, tracking social media

shares does not address customer success management, and researching customer referral levels focuses on genuine sales management and increasing customer satisfaction. This data-driven approach puts long-term goals at the forefront and is reviving.

The Aberdeen Group said, "Creating and managing a CSM program does not lead to better results. It's the right strategy that sets winners apart from others." It is clear that the customer will be able to implement a procurement management program.

6. Digital Marketing Improve Customer Relationship

The customer relationship is what drives the business. If they suffer, run a business. But if businesses pay attention to their customers, they will be loyal. In today's world, digital marketing plays a key role in maintaining and improving customer relationships.

The need to keep businesses online and accessible is due to the increasing demand for these service options. Digital marketing is also one of the tools that allow businesses to improve customer relationships. Here are some reasons why online marketing can help you improve your customer relationship.

Encourages customers to stay close

Save what you value. And when you value someone, you listen to them and share information that will make a difference in their lives. Customer retention is one of the advantages of digital marketing. Online marketing creates specific channels of communication with customers, which allows businesses to get to know their customers better. Consumers are more satisfied and more loyal when they know that businesses are looking to understand this.

Optimizes the customer's brand experience

Customer travel is about interacting with their associations and brands. It is a brand experience on digital and non-digital platforms. Digital marketing strategies improve customer journeys and ensure that points of contact are effective and functional. This makes it easier for customers to buy from the business.

It builds trust

Digital marketing allows businesses to speak directly to their target market through personal messages, which builds trust. When customers trust brands, they make purchasing decisions.

7. Final Words

In the coming years, digital marketing will become more integrated on the customer management platform. The integration procedure depends primarily on the level of social media maturity with companies that need to develop more detailed social media plans. These brands use digital marketing as an important tool to communicate with their customers and promote their products to the public. The risk increases when customers connect with relevant organizations on social media, whether the business is active, and brands are not involved. Digital CRM is an opportunity for an organization to focus on its customers. It includes new tools for social media communication and collaboration to improve marketing, sales and service business processes. Technology plays an important role in taking digital CRM to the next level. Digital networks allow companies to reach out to customers more than ever before, reducing revenue, costs and efficiency. Entrepreneurs are introducing digital technology to improve customer service.

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