



# Customer Obsession: How to Acquire, Retain, and Grow Customers in the New Age of Relationship Marketing

*Abaete de Azevedo , Ricardo Pomeranz*

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## **Customer Obsession: How to Acquire, Retain, and Grow Customers in the New Age of Relationship Marketing** Abaete de Azevedo , Ricardo Pomeranz

*Customer Obsession* is an invaluable hands-on guide to the next generation of customer relationship marketing. Abaete de Azevedo and Ricardo Pomeranz, top leaders at the world-renowned direct marketing agency Rapp Collins, reveal how businesses of any size can develop a global strategy that embraces today's empowered consumers and encourages the development of meaningful, profitable relationships with them.

Sharing insider details from Rapp Collins's breakthrough methodology, the authors provide the tools to implement the next level of relationship marketing, enabling you to pinpoint the unique value of every customer and specific direct marketing techniques for winning them over.

You get practical steps for integrating your brand communications and identifying a strong marketing concept to create a campaign that establishes personalized connections with consumers. Then, you'll learn how to:

- Implement your relationship marketing program in four phases: strategic analysis, planning, implementation, and control
- Utilize databases to gather individualized information and create targeted messages
- Create specific campaigns that are relevant to different segments of consumers
- Measure marketing campaign results with ROI calculation models
- Develop practices that will continuously improve ROI

Rounding out this invaluable guide are illuminating case studies of numerous national and international brands that successfully used relationship marketing to meet their communication needs. *Customer Obsession* is the definitive roadmap for all businesses that want to achieve the maximum return for their marketing investments.

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