



Keeping an Eye on Your Customers

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Acquisition Marketing

This is marketing toward acquiring new customers. While relationship marketing has a greater return on investment, you must continually be reaching out to get new customers for your business.

Canned Spam Act

This is a piece of legislation that prevents people and businesses from inundating consumers email inbox with unsolicited and unwanted email. Among the Act's requirements is that you are prohibited from sharing your list and you must always provide a means for the receiver to opt out or unsubscribe from further emails. When you use an Email Service Provider, such as MailChimp or Constant Contact, they are set up to ensure that your emails comply with the Canned Spam Act.

Customer Relationship Management

This is a system that helps you maintain customer information with the purpose of helping you build relationships with your customers and continue the good experience your customers have had with your business.

Data Mining

When you data mine you are collecting information about your customers; whether its email addresses, their birth date or any other information you want to track. Keep in mind that the data you collect is private and should never be shared.

Digital Coupon

These are coupons or offers that are made through electronic means such as emails and social media. Because they are electronic, the coupons or offers are easily shared with new, potential customers, giving you a much greater reach.

NEON content

The content of your emails, texts and facebook posts should follow the NEON content principles to make the message important for consumers to want to open and read your message. The information should be **N**ew, announce an **E**vent, provide an **O**ffer, or include **N**eed-to-know information

Relationship Management

Relationship marketing is geared toward those customers you already have and helps to build a long term relationship with them. Relationship marketing does not cost as much as acquisition marketing, but results in a greater return on investment of your marketing dollars.