

Internationally networked marketing:

Identify potential, tap into new markets, consolidate market positions

Recognising challenges as opportunities

Markets without frontiers, continually growing international competition, increasing costs for raw materials and energy, falling margins for new products – how does your marketing strategy handle the challenges of the global market?

Infoman CRM Consulting Marketing

Marketing as motivating force. Your CRM benefits at a glance.

- Strategic, customer-focused market cultivation
- Transparent potential
- Expansion and development of a profitable, innovative service portfolio
- Targeted customer and business development
- Efficient processes
- Differentiation on the market

Provide incentives for your company.

Identify and utilise trends early on – integrated Customer Relationship Management will help you do this. The key to success lies in setting up and expanding a customer-oriented marketing mix that makes customer benefits the primary factor in marketing decisions.

Strong networking with sales and service also guarantees 360-degree customer targeting. The better coordinated and dovetailed all the individual measures are with each

other, the more successfully you can control your position as a quality leader on the international market.

Tailor-made CRM

- Setup and expansion of the marketing organisation with international orientation: CI, campaigns, trade fairs, communication, internal process workflows
- Design of marketing analyses with a competition-focused viewpoint, benchmarking
- Customer segmentation and customer value management with analysis of financial and qualitative factors, recommended course of action according to customer category
- Customer satisfaction management with analysis of critical factors, self-image and perceived public image, benchmark for the industry, derivation of measures
- Customer loyalty management with management of communication channels and frequency, customer development programmes
- Establishment of a marketing-goal and controlling instrument with operationalisation of strategic goals, Balanced Scorecard
- Portfolio analysis taking into account the significance of the products for customers; establishing customer product loyalty; level of innovation

Infoman CRM Consulting

As the leading CRM consulting and solution provider for machine and plant manufacturers, Infoman CRM Consulting supports you with its commitment to innovation, integration and partnership. With its strong technical and industry knowledge, our consultant team uses scientific

consulting and solution methods and extensive “best practice” expertise. Infoman CRM Consulting is an active member of the VDMA (German Engineering Federation) with a commitment to German and European research.

Our CRM marketing building blocks for your success.

