

Segmenting & retargeting workshop

Learn to know your customers better and to deliver personalised content

Recognise these situations?

- I want to personalise the communication with my customers
- I don't know if my content is relevant for my audience
- I want to qualify my existing CRM profiles
- I want my marketing campaigns to be different based on what my customers answer
- Which people are most likely to buy my products?
- Which products are my customers most interested in?
- I don't know what my customer expects from me
- I don't know whether my customer is satisfied

SUMMARY

GOAL:

Segment customer set

DURATION:

½ day

TARGET AUDIENCE:

- CRM managers
- Marketers
- Community managers

METHOD:

On-site/Webinar workshop

Contact your account manager or success team to discover how we can help you

Possible topics of this workshop

Before the workshop takes place at your offices, we'll have a short call to get to know your business and your challenges. Based on this we'll define a calendar for the workshop and already some first to-do's. Subjects of this workshop could be:

- Create your different customer personas
- Determine which data to collect
- Segment your existing CRM databases
- Plan your segmenting campaigns
- Personalize content to your audiences
- Retarget your segments using e-mail
- Retarget your segments using Facebook
- Add social pixels to your campaigns