



Brand Management

Unit Eight – Consumer Relationship Management (CRM)



Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: The Principles of Strategic Brand Management
 - ▶ Unit Two: Consumer Choice: Loyalty, Preference and Brand Equity
 - ▶ Unit Three: The Brand Audit: Asset Development
 - ▶ Unit Four: Brand Portfolio Management
 - ▶ Unit Five: Sustainable Competitive Advantage
 - ▶ Unit Six: Brand Research and Macro Trends
 - ▶ Unit Seven: The Study of Brand Positioning Using Integrated Marketing Communications
 - ▶ **Unit Eight: Consumer Relationship Management (CRM)**
 - ▶ Unit Nine: User Experience (UX)
 - ▶ Unit Ten: Impact of Technology on Brand Management



Unit Eight Learning Outcomes

- ▶ Compare brand association models, distinguishing between functional and emotional brand relationships
- ▶ Evaluate how successful brands create active and lasting customer relationships using consumer behavior modeling
- ▶ Apply Maslow's Hierarchy of Needs to evaluate luxury and mass brands in the marketplace
- ▶ Apply the segmentation model to design multiple consumer segments and geographies among diverse populations
- ▶ Explain how brand managers use CRM analysis to gauge brand awareness, attitudes, and behaviors



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Eight Overview Topics

- ▶ Brand association models
- ▶ Consumer behavior modeling
- ▶ Maslow's Hierarchy of Needs
- ▶ Segmentation models
- ▶ CRM analysis



CRM Vocabulary

- Brand association models
- Consumer behavior modeling
- Customer relationship management (CRM)
- Demographics
- Geographics
- Maslow's Hierarchy of Needs
- Segmentation mode



Brand Association Models

- ▶ Why brand association models are important
- ▶ Making an emotional connection
- ▶ Bath and body works example

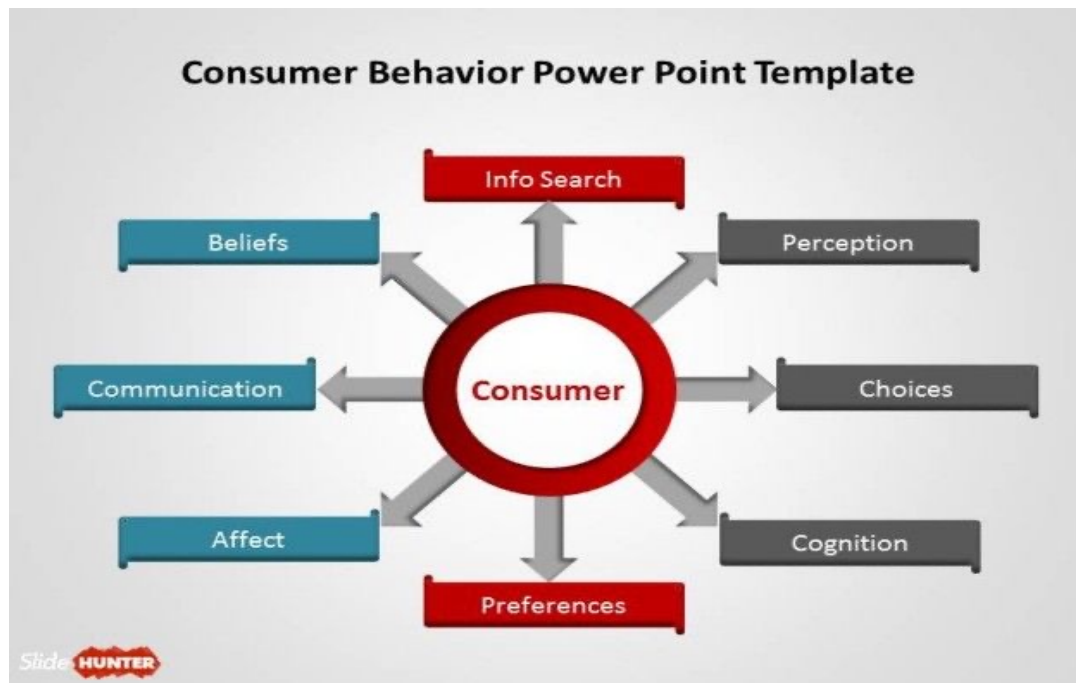


Consumer Behavior Modeling

- ▶ Why consumer behavior modeling is important
- ▶ Create marketing that shares the consumer's interest
- ▶ REI example



Consumer Behavior



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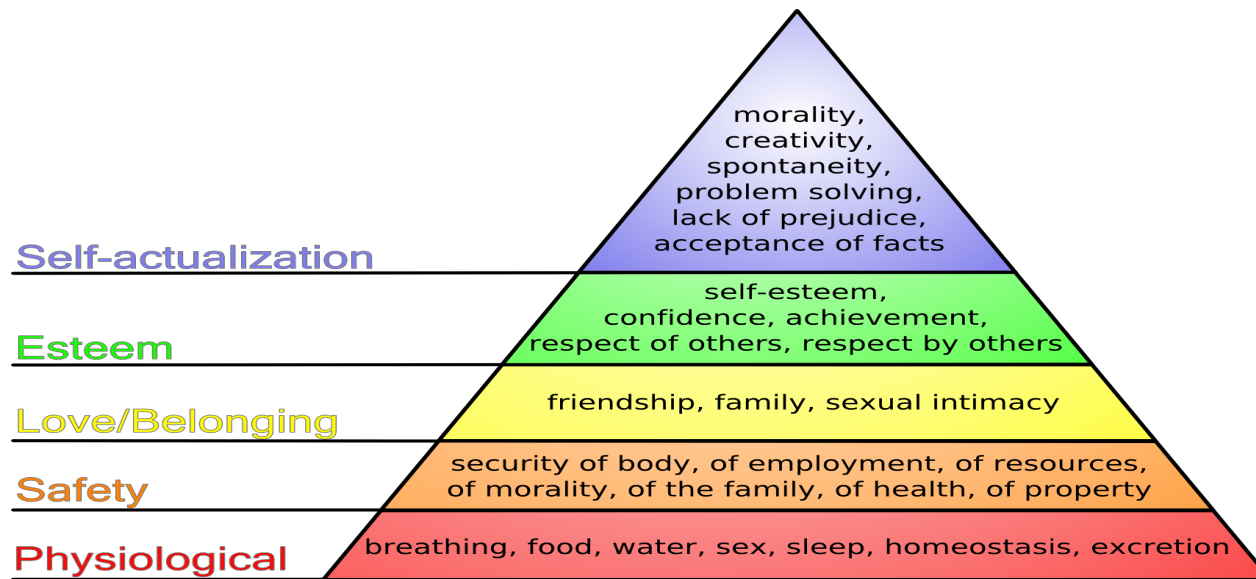


Maslow's Hierarchy of Needs

- ▶ Levels of Maslow's Hierarchy of Needs include
 - ▶ basic needs
 - ▶ love
 - ▶ self esteem
 - ▶ self actualization
- ▶ Examples



Maslow's Hierarchy of Needs



Segmentation Models

- ▶ Segmenting the market
- ▶ Using demographics
- ▶ Targeting geographic areas
- ▶ Narrow the target market



CRM analysis

- ▶ Customer relationship management (CRM) helps to tracks data
 - ▶ monitor sales
 - ▶ customer information
 - ▶ purchasing history
 - ▶ predicts consumer behavior



Conclusion

- ▶ Unit Eight Learning Outcomes
 - ▶ Compare brand association models, distinguishing between functional and emotional brand relationships
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What's Next?

Unit Nine: User Experience (UX)

