Brand Management

Unit Ten – Impact of Technology

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 Ten Learning Outcomes

► Use prescriptive technology to evaluate brand management decision making
► Analyze how predictive technology enhances CRM
► Evaluate the use of customer relationship management (CRM) software
► Analyze how predictive technology measures consumer behavior
► Evaluate brand data using predictive technology

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 Ten Overview Topics

► Prescriptive technology
► Predictive technology and CRM
► Customer relationship management (CRM) software
► Predictive technology and consumer behavior
► Brand data and predictive technology

Impact of Technology Vocabulary

➢ Brand data
➢ Consumer behavior
➢ Customer relationship management (CRM) software
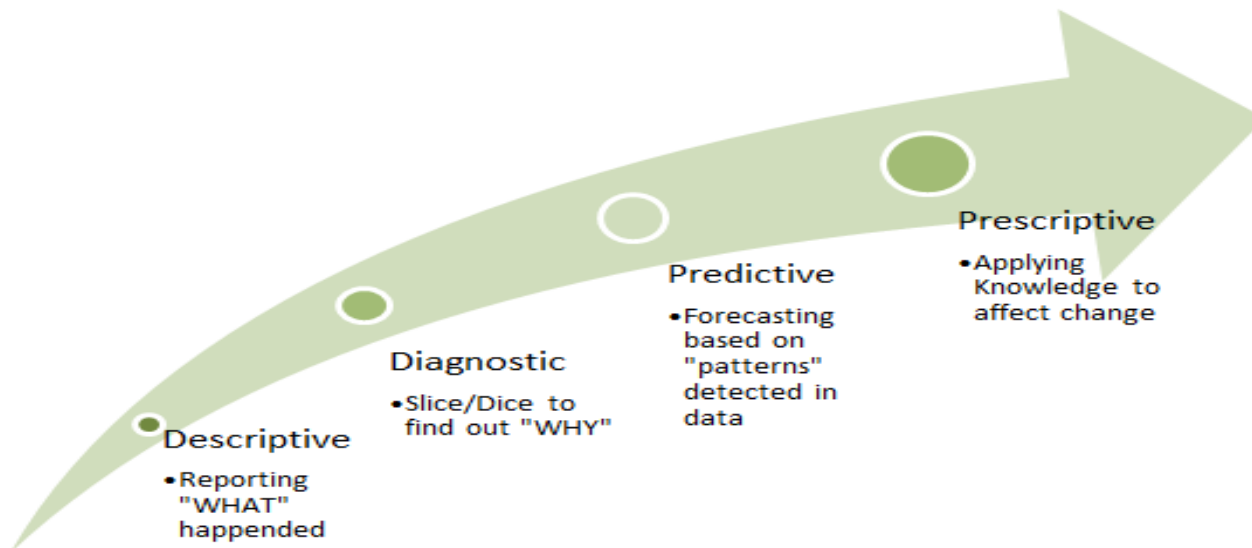➢ Predictive technology
➢ Prescriptive technology

Prescriptive Technology

- Prescriptive technology or prescriptive analytics
- Applying results of the user experience study
- Create a better consumer experience

Using Prescriptive Technology

Descriptive
- Reporting "WHAT" happened

Diagnostic
- Slice/Dice to find out "WHY"

Predictive
- Forecasting based on "patterns" detected in data

Prescriptive
- Applying Knowledge to affect change

Predictive Technology and CRM

► How can I use predictive technology?
► Can predictive technology be used with CRM?

Customer Relationship Management (CRM) Software

► CRM software may be used to
  ► record customer data and sales
  ► collect basic information
  ► show purchase history
  ► assist marketing to predict purchase patterns

CRM Software Ideas

* Run Campaigns
* Generate Leads
* Form a Database

Marketing

Sales

* Assign Leads
* Qualify Leads
* Convert Leads
* Track Opportunities

CRM

* Manage Cases
* Conduct Trainings
* Provide Service
* Develop Knowledge base

Support

Orders

* Deliver Products
* Produce Invoices

Predictive Technology and Consumer Behavior

► Predicting purchasing patterns
► Understanding consumer behavior

Brand Data and Predictive Technology

► Using brand data
► Utilizing predictive technology

Conclusion

► Unit Ten Learning Outcomes
  ► Use prescriptive technology to evaluate brand management decision making
  ► Analyze how predictive technology enhances CRM
  ► Evaluate the use of customer relationship management (CRM) software
  ► Analyze how predictive technology measures consumer behavior
  ► Evaluate brand data using predictive technology

What's Next?

➢ Study Guide
➢ Case Studies