





# Beeckestijn Business School

## Event Driven Marketing



## Stichting Beeckestijn Management Educatie

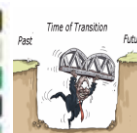
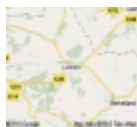
Juni 2010

Egbert Jan van Bel  
Event Driven Marketing

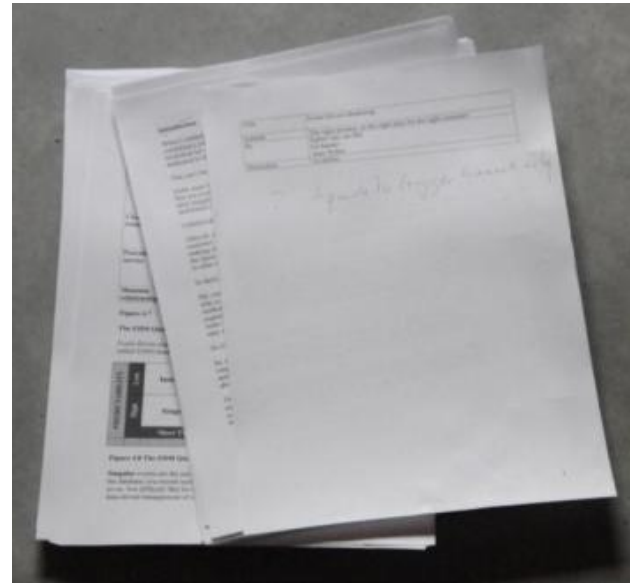


# Egbert Jan van Bel

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# EDM in the USA



# Basics, or...?

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## Peter Drucker (1909–2005)

- “The purpose of business is to create and keep a customer”
- “The foundations have to be customer values and customer decisions. It is with those that management policy and management strategy increasingly will have to start”

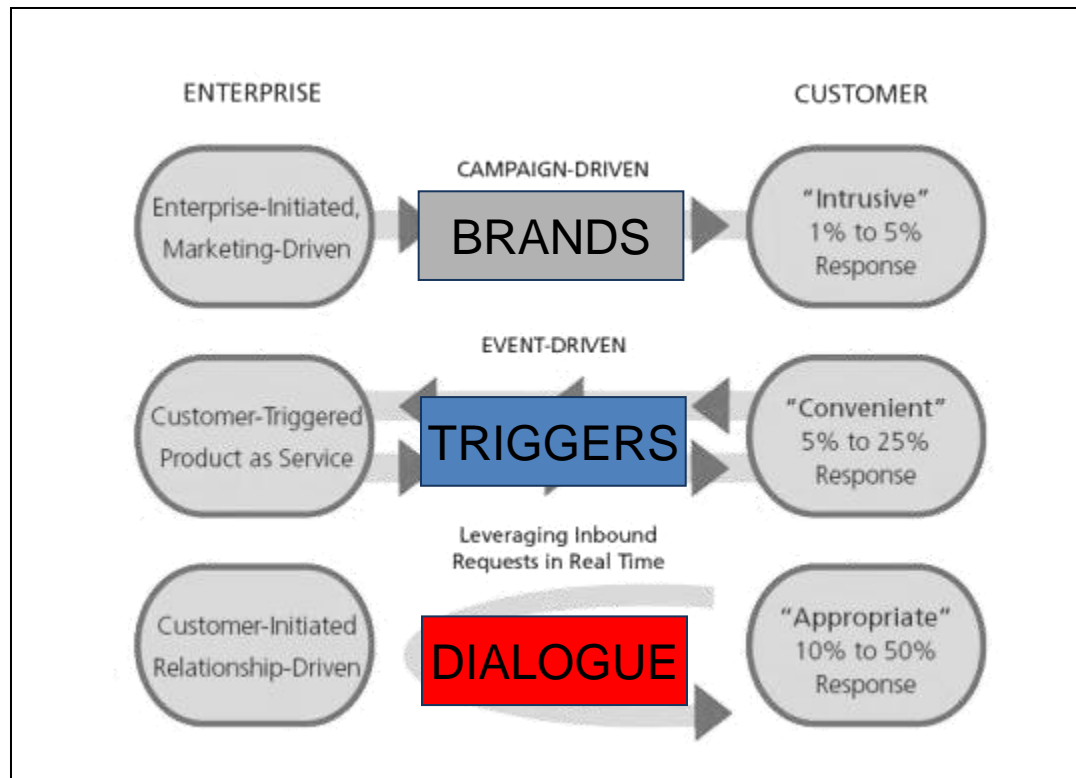


# Important observations



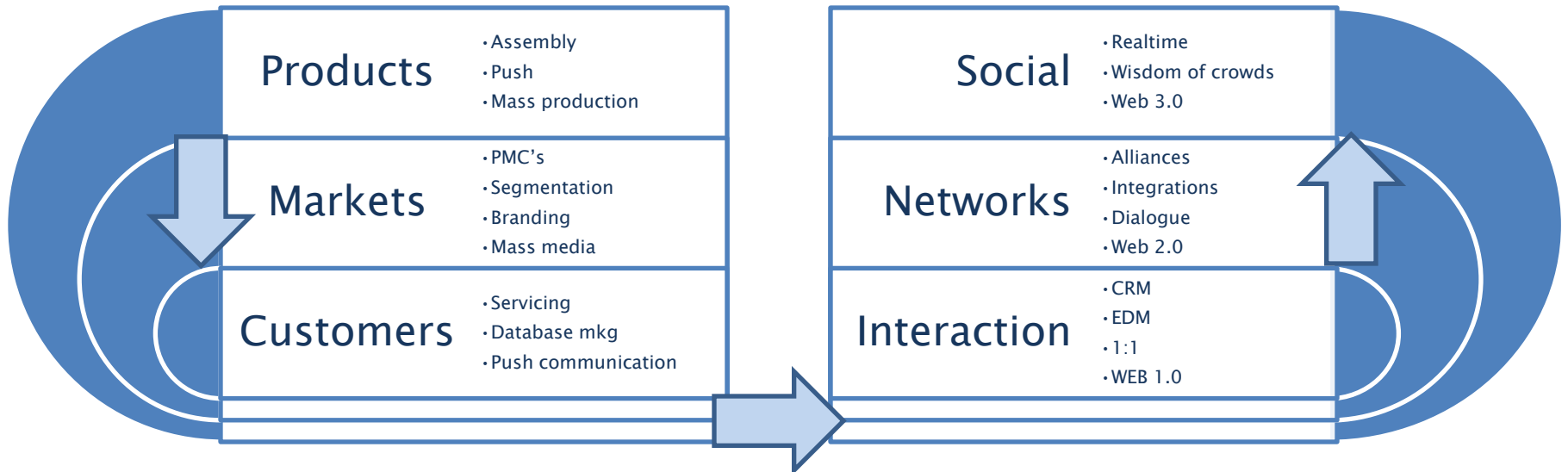
# Marketing / CRM / EDM

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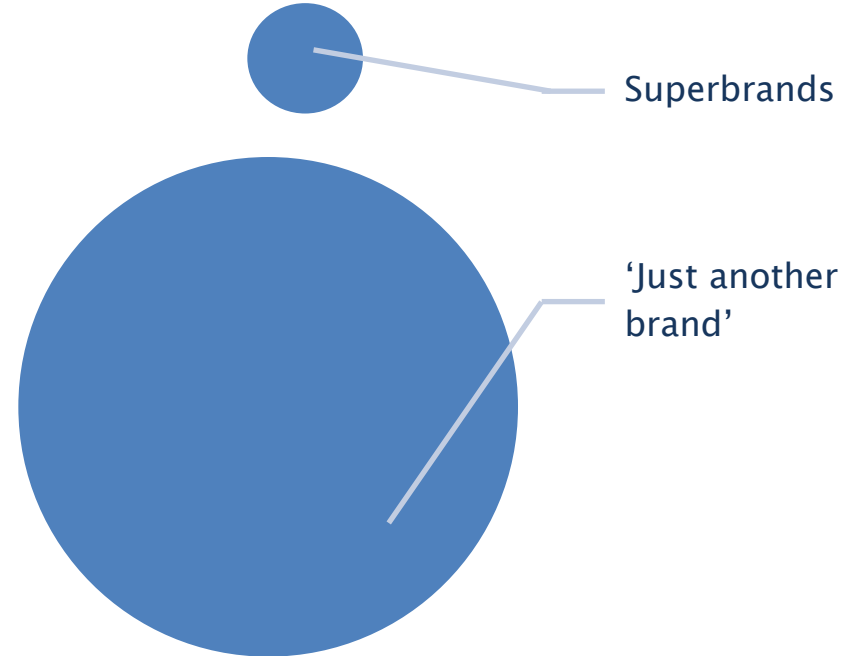
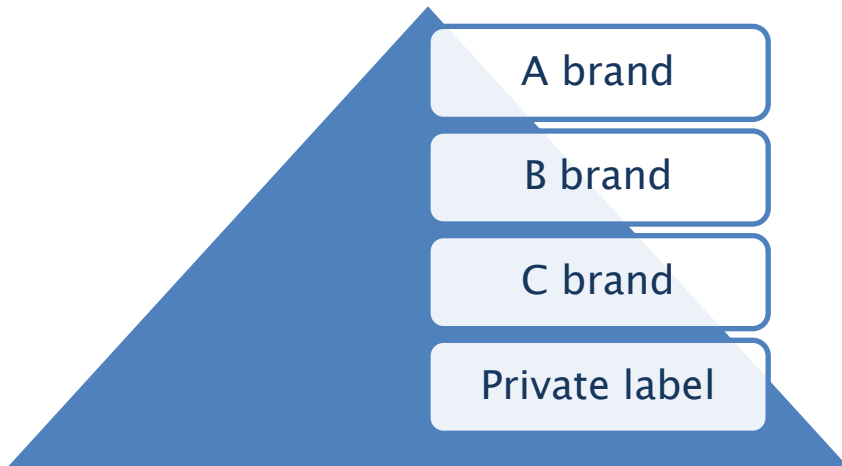
# The 'shift' (mass / individual / mass)

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# Brand trend

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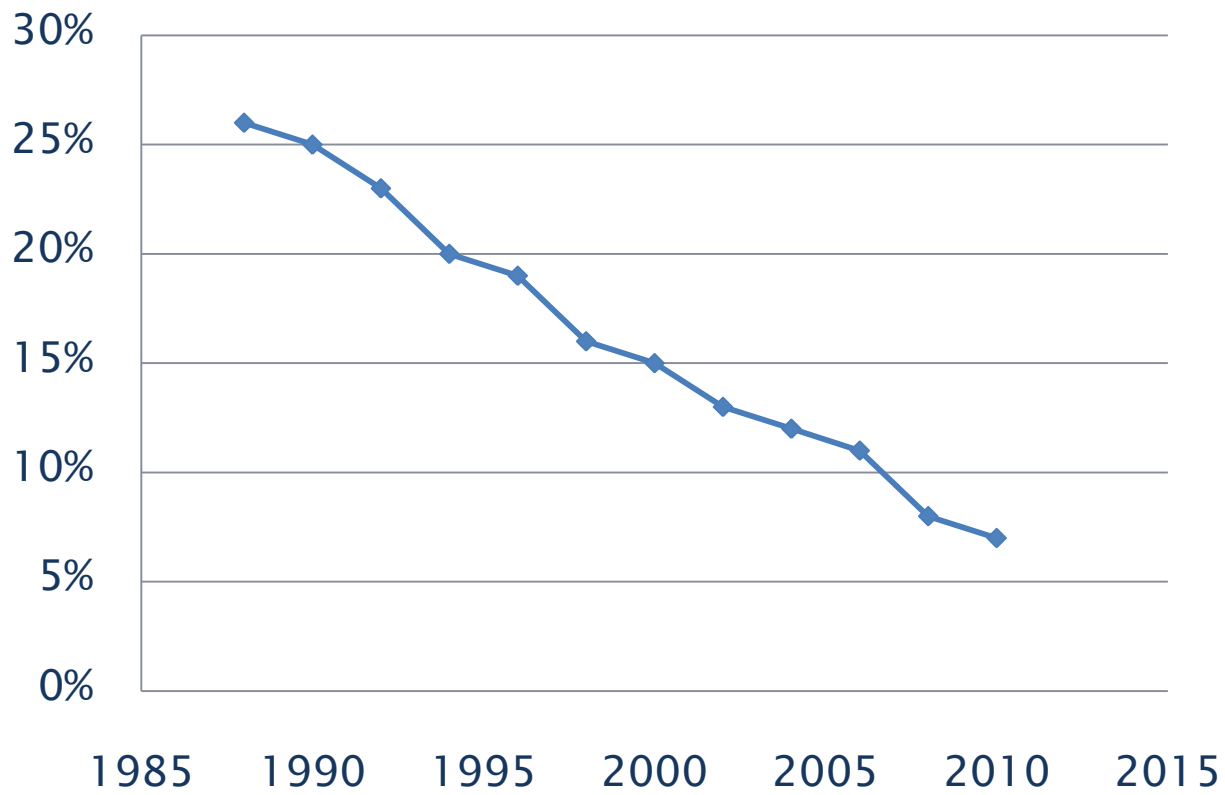


# Decline of brands

Q: "I buy the brand I want most"  
 March 2010 vs. March 2009 vs. March 2008  
 Total U.S.  
 Source: comScore ARS

Category	Segment	Mar-08	Mar-09	Mar-10	Net Shift Mar-10 vs. Mar-08
Health & Beauty Aids	Toothpaste	67%	64%	57%	-10
	Mouth rinse	61%	59%	44%	-17
	Shampoo	65%	64%	52%	-13
OTC	Cough/Cold/Allergy	58%	59%	43%	-15
Apparel	Jeans	54%	49%	39%	-15
Food	Soup	56%	51%	52%	-4
	Pasta sauce	53%	48%	45%	-8
	Fruit juice	51%	44%	40%	-11
Household Products	Laundry detergent	57%	50%	47%	-10
	Facial tissue	43%	40%	39%	-4
	Paper towels	36%	34%	35%	-1
Housewares	Small Appliances	45%	38%	34%	-11

# USP



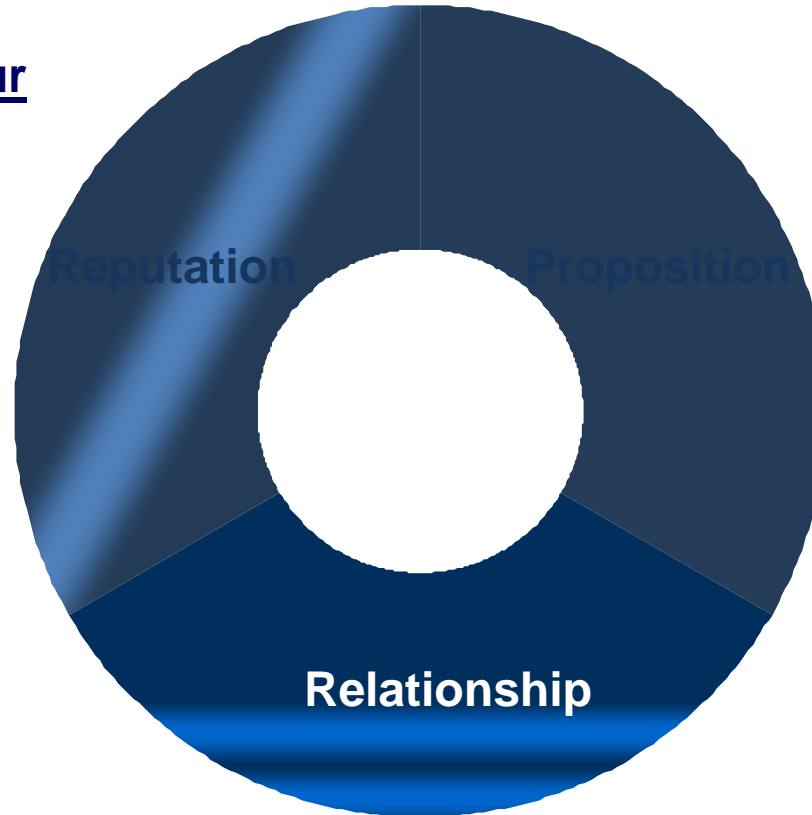


# Relatie vs Proposition vs Relation

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Keep your  
promise

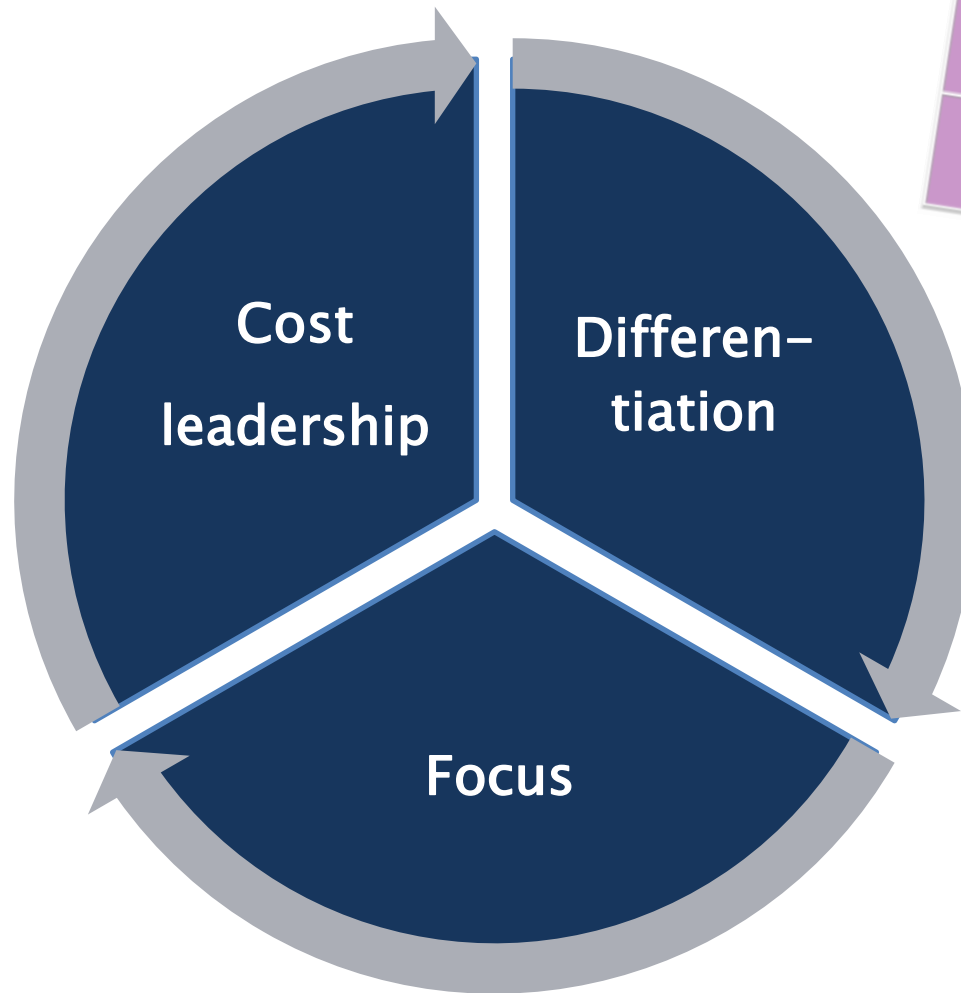
What can we  
do for you



Be good and let it  
be told by others!

# Michael Porter: generic strategies

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Target Scope	Advantage	
	Low Cost	Product Uniqueness
Broad (Industry Wide)	Cost Leadership Strategy	Differentiation Strategy
Narrow (Market Segment)	Focus Strategy (low cost)	Focus Strategy (differentiation)

# Treacy&Wiersema: value disciplines

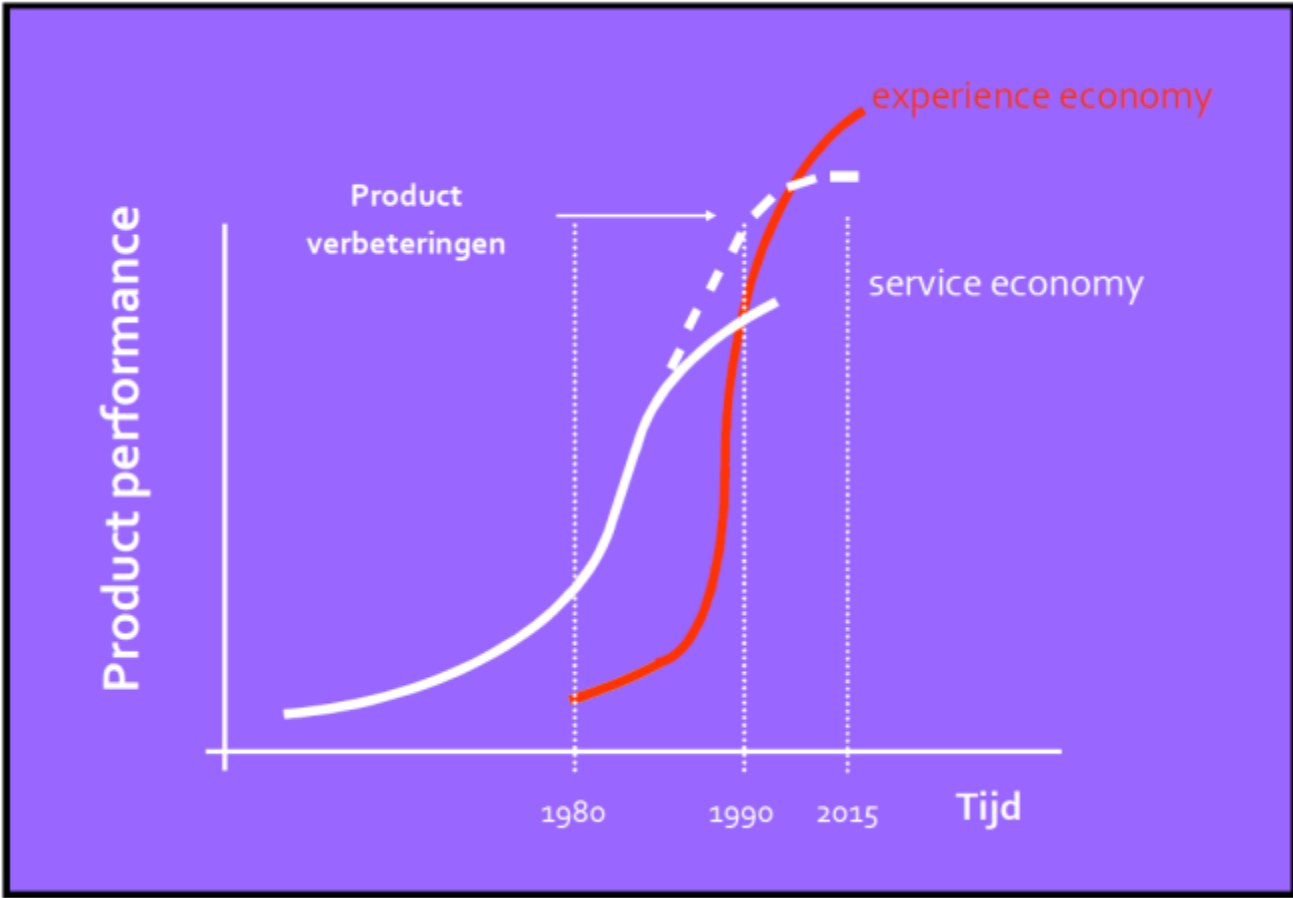
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# EDM: customer disciplines (E.J. van Bel)

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# Never let your pipeline run dry...

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***\*Activities to drive people to our  
business and create sales\****

# Why & What EDM



# Definition

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## *Event Driven Marketing:*

- *‘Event Driven Marketing (EDM): a discipline within marketing, where commercial and communications activities are based upon relevant and identified changes in a customer’s individual needs’*

# EDM

- Event Driven Marketing
  - Time-sensitive marketing or sales communication reacting to a customer-specific event
  - Also called event-based marketing or trigger-based marketing
  - Can apply to a segment of customers or to individual customers
  - Combine personalization techniques with process design to ensure that the right action targets the right customer at the right time
  - Ideal goal is to react to customers in near real-time
  - **This is what companies adopting CRM are striving for!**

# EDM Process

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# EDM principles

## □ Cross-Selling

- Selling a product or service to a customer as a result of another purchase
- Selling the right product to the right customer
- Selling more products to a customer increases revenue from that customer and costs less than acquiring a new one
- Not every customer is a good candidate
- It is critical to understand the ways by which customers evaluate how and whether to respond to promotions

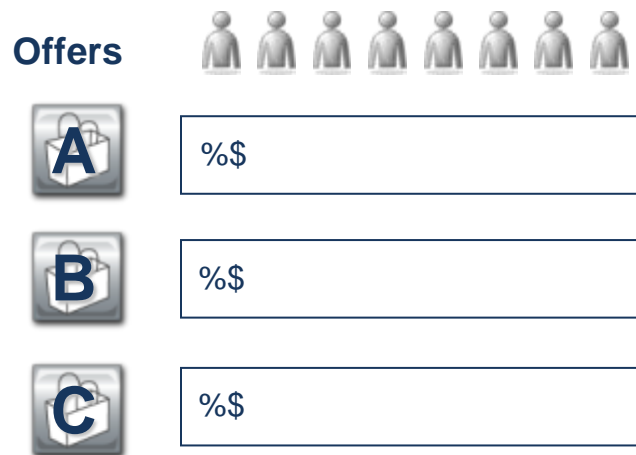
# EDM principles

- Up-Selling
  - Motivating customers to trade up to more profitable products
  
- Customer Retention
  - Analyzing customer attrition
    - Understanding why customers have left
    - Understanding who
    - How do you keep them?
    - Churn prediction
      - What is CHURN?

# EDM = Campaign and channel optimization

(Cmotions)

**1 Campaign Optimization:**  
Select the best offer for each customer



**3 Interaction Policies:**  
Avoid overloading of customers

**2 Channel Optimization:**  
Select the best channel for each customer



Contact customer →



## Een trouwe klant

daar kun je op rekenen, is een aanbeveling voor nieuwe klanten, die het je vaker, daar doe je extra je best voor, daar sta je altijd voor klaar, die koester je,

## verdient meer.

**Zakelijk Optimaal. Hoe langer klant, hoe meer korting.**

T-Mobile vindt bestaande klanten minstens zo belangrijk als nieuwe. Daarom is er het Zakelijk Optimaal groepsabonnement, waarmee uw loyaliteit wordt beloond. Want hoe langer u klant bent, hoe meer korting u krijgt. Bovendien heeft T-Mobile u al het werk van handen voor een zorgeloze overstap van uw provider naar T-Mobile. Kijk op [www.t-mobile.nl/zakelijk](http://www.t-mobile.nl/zakelijk) of bel 0800-5102.

Life is for sharing



Mobile

## Pampers heeft schijt aan nieuwe klanten

**René Hendriks**

Categorie: CRM



**Hoe zoek ik contact met mijn klant? Wat is een nieuwe klant waard? Hoe zorgen we dat de dialoog met de klant op gang blijft? Investeer ik in marktontwikkeling? of loyaliteit? Allemaal vragen die de 'hedendaagse marketeer' zich continue afvraagt. En de antwoorden..?**

**Deze vindt hij in intelligente dure, dikke rapporten. Zullen we eens kijken hoe de hedendaagse merken reageren als een klant zelf contact opneemt?**

Een collega is net vader geworden en dus sturen we naar de marketingafdelingen van Zwitsal, Nutricia en Pampers een geboortekaartje. Immers, als je de vruchtbare branche van babybenodigdheden wil onderzoeken, mogen deze drie babygiganten niet ontbreken. Natuurlijk schrijven we op de kaartjes "Gefeliciteerd met jullie nieuwe klantje" om de drempel op een reactie te verlagen.

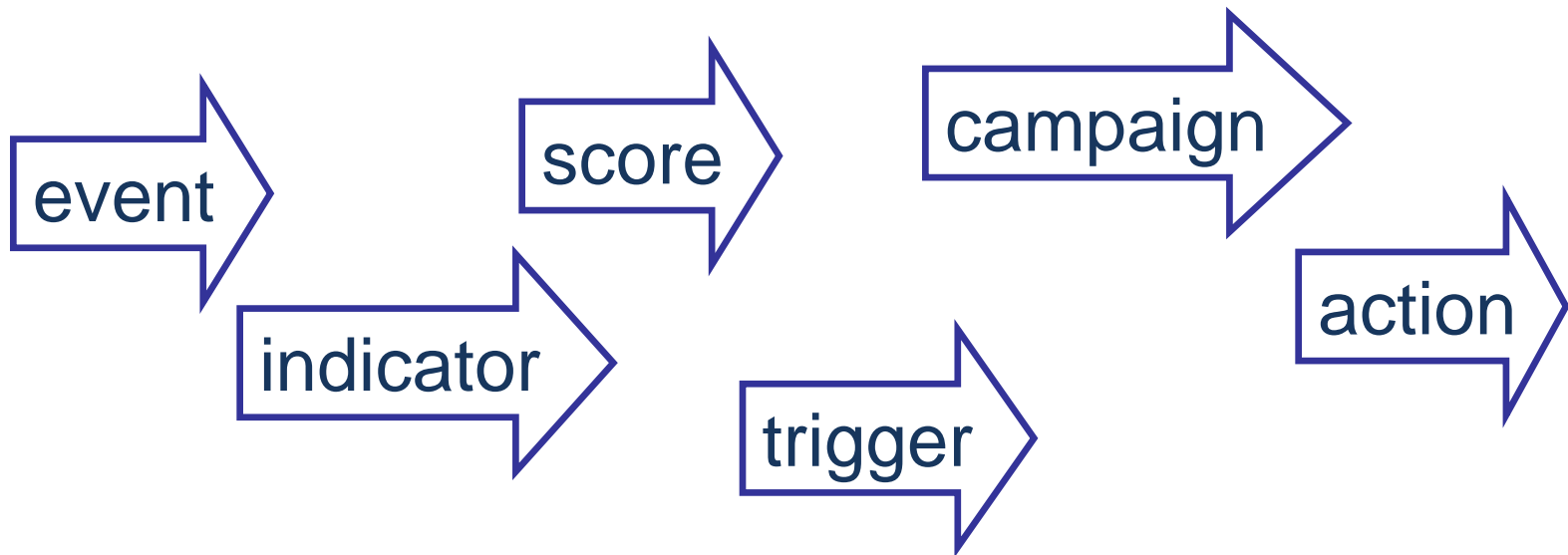
Het gaat hier om een consument die overduidelijk contact zoekt met zijn merk. Een simpele, serieuze reactie vanuit het merk staat garant voor een levenslange binding. Nou ja ...in ieder geval voor de eerste 3 jaar ;-).

# EDM quadrant Cases...



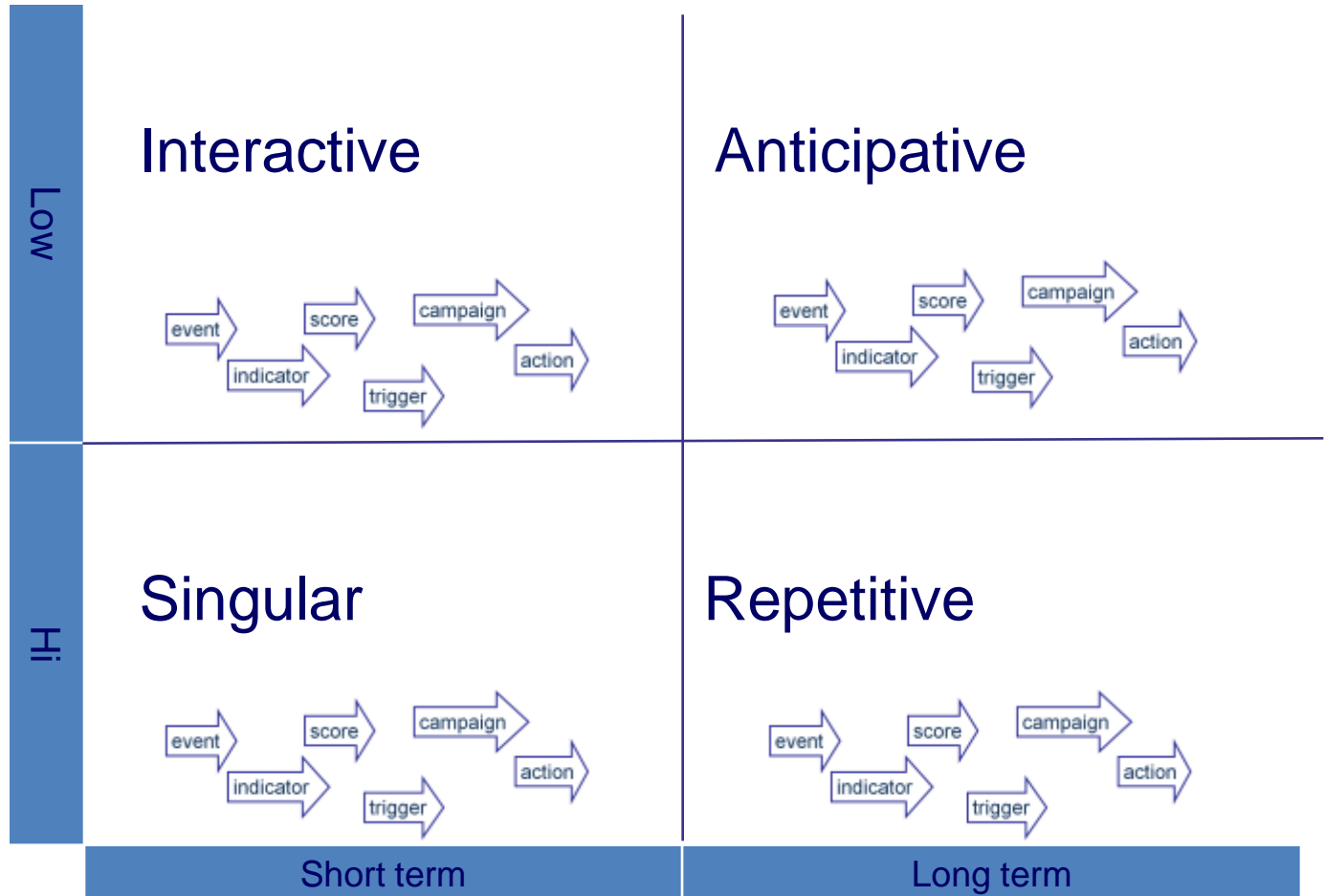
# Steps in EDM

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# EDM Quadrant

P  
R  
E  
D  
I  
C  
T  
A  
B  
L  
E

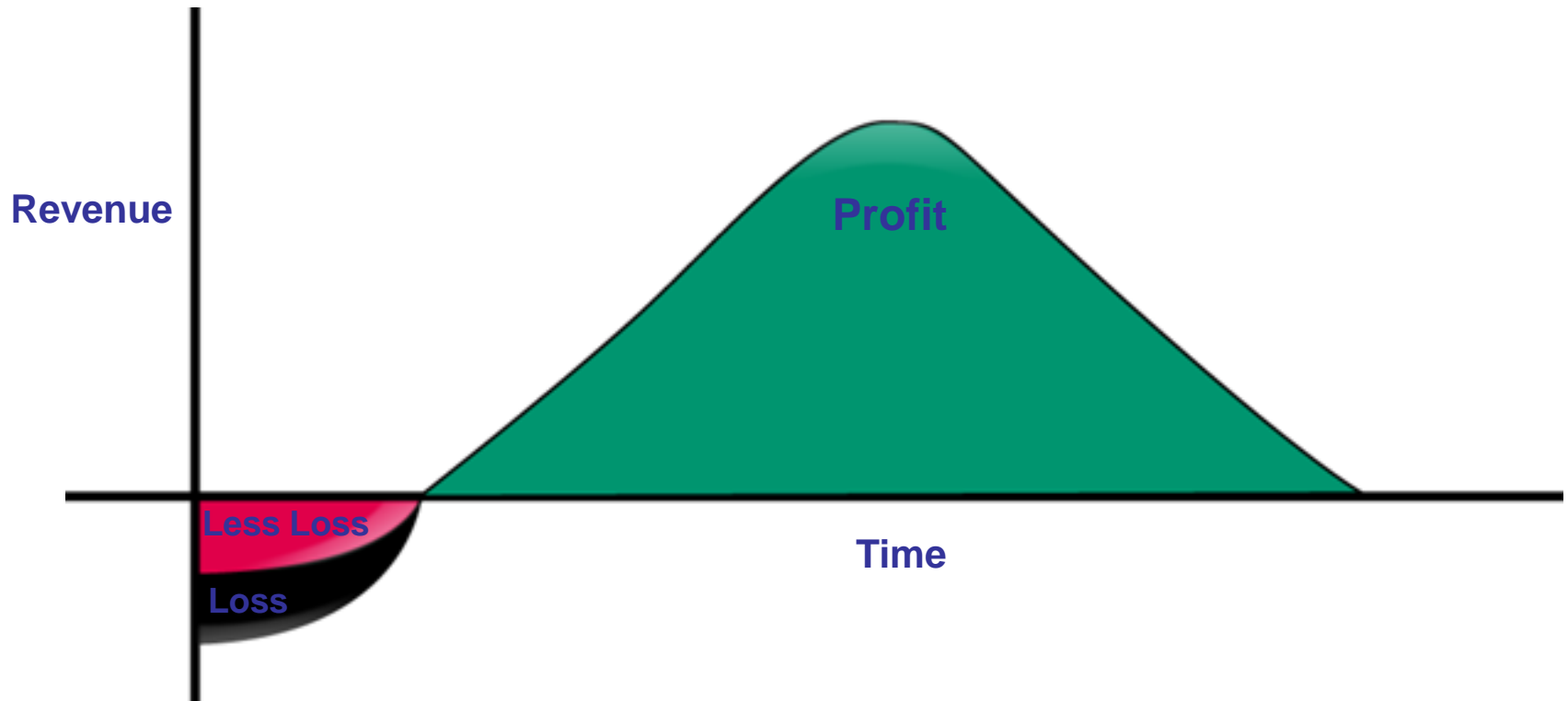


T  
I  
M  
E >

# EDM Quadrant

<b>Predictability</b>	<b>low</b>	<u>Interactive</u> <ul style="list-style-type: none"> <li>• Increased claims</li> <li>• Change of address</li> <li>• More staff (large company)</li> <li>• Switching behaviour</li> <li>• Certain questions about products and services</li> <li>• New beneficiary on policy (birth)</li> <li>• Visit to showroom or workshop</li> <li>• Damage</li> <li>• Mileage</li> </ul>	<u>Anticipative</u> <ul style="list-style-type: none"> <li>• Political developments in respect of legislation, deregulation or "open borders"</li> <li>• Social and financial developments</li> <li>• Population growth and composition</li> <li>• Ageing</li> <li>• Economic or political developments</li> <li>• Changes of behaviour/lifestyle</li> </ul>
	<b>high</b>	<u>Singular</u> <ul style="list-style-type: none"> <li>• Expiring contract</li> <li>• Opportunity to end insurance</li> <li>• Life insurance</li> <li>• Expiring loan</li> <li>• Warranty period</li> </ul>	<u>Recurring</u> <ul style="list-style-type: none"> <li>• Beneficiary's birthday</li> <li>• Purchase date of car</li> <li>• Interval X after policy is taken out</li> <li>• Development/growth of child</li> <li>• Birthday</li> <li>• Purchase date of car</li> <li>• Statutory car inspection</li> </ul>
		<b>short-term</b>	<b>long-term</b>
	<b>Time</b>		

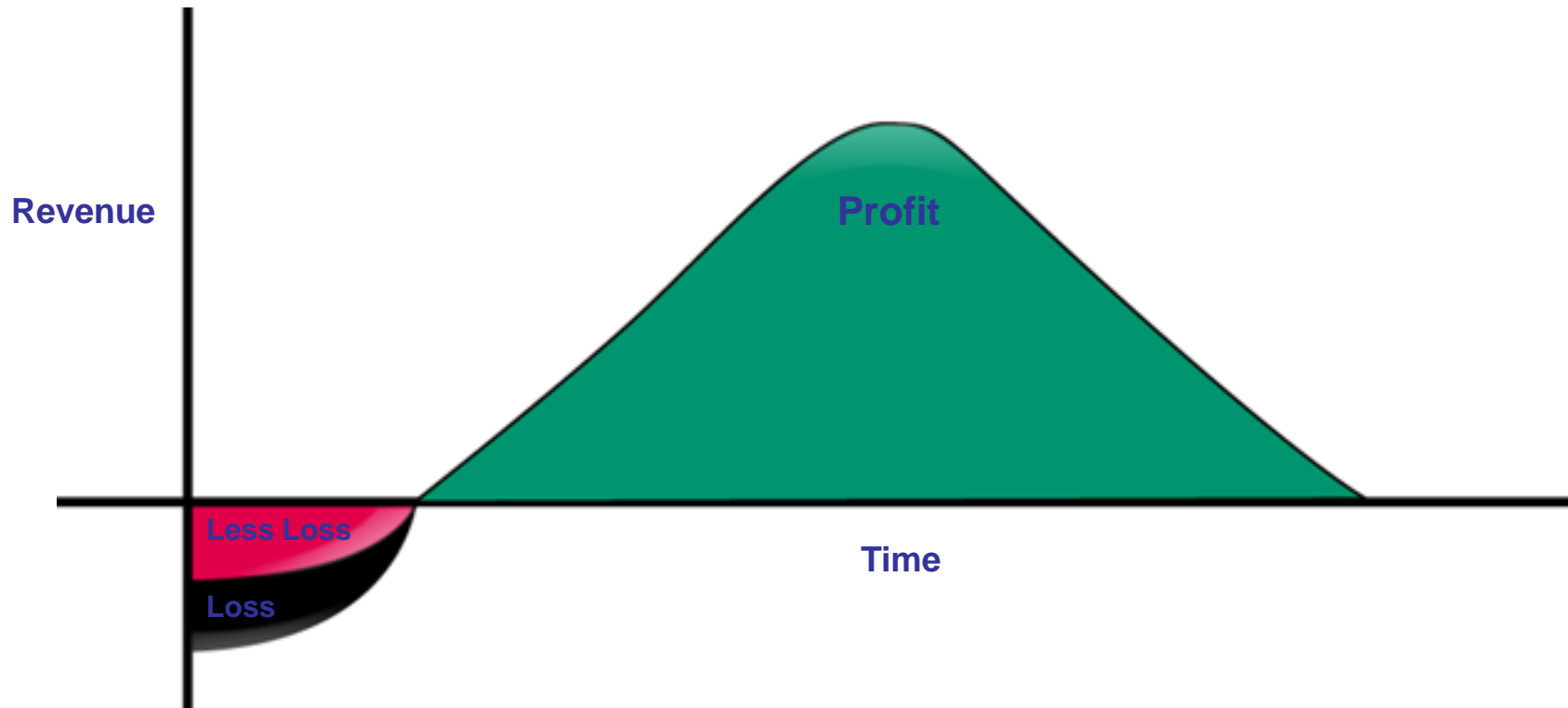
# Possible EDM goals



More Efficient Acquisition

More Frequent Up/Cross Sell

Longer Lasting Relationship



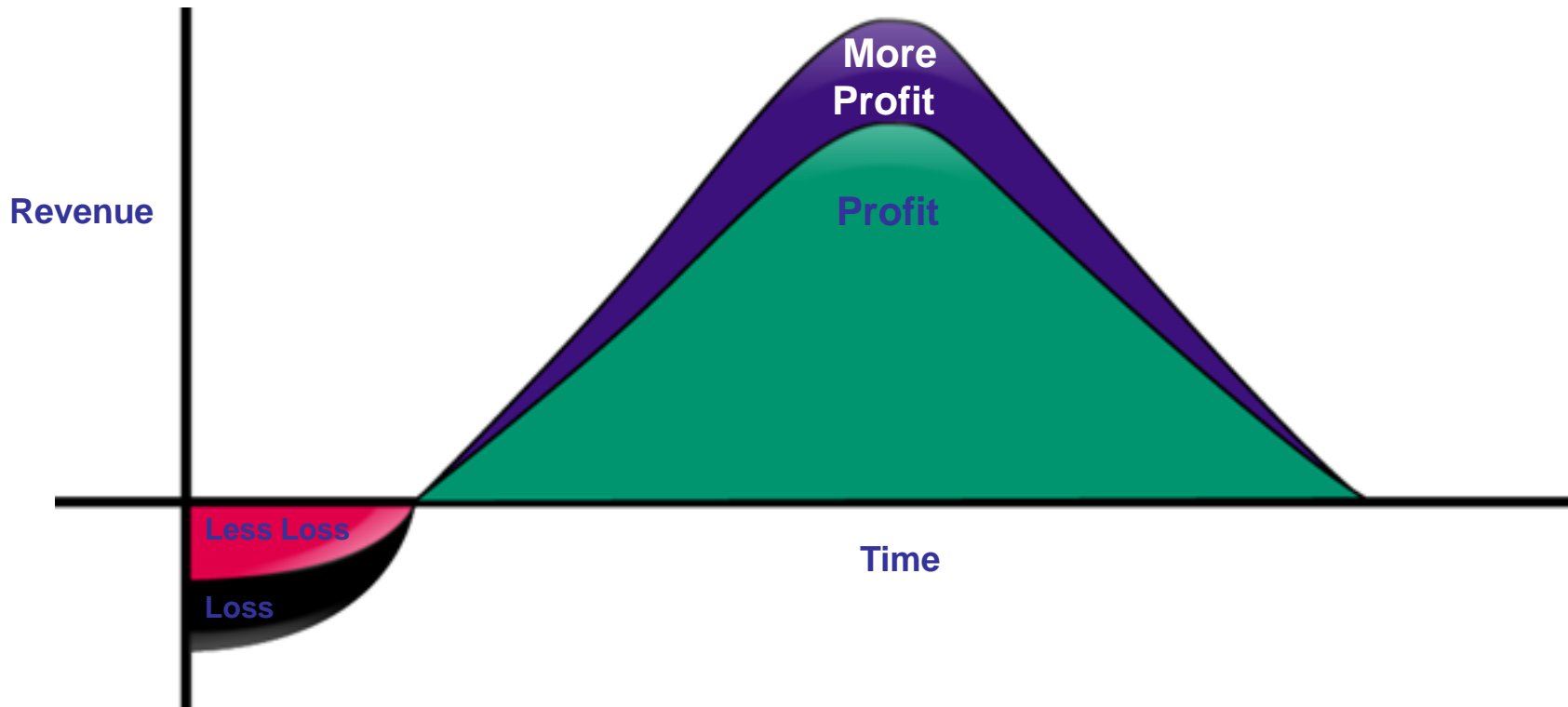
7x increase in response rate, 80% reduction in costs



More Efficient Acquisition

More Frequent Up/Cross Sell

Longer Lasting Relationship

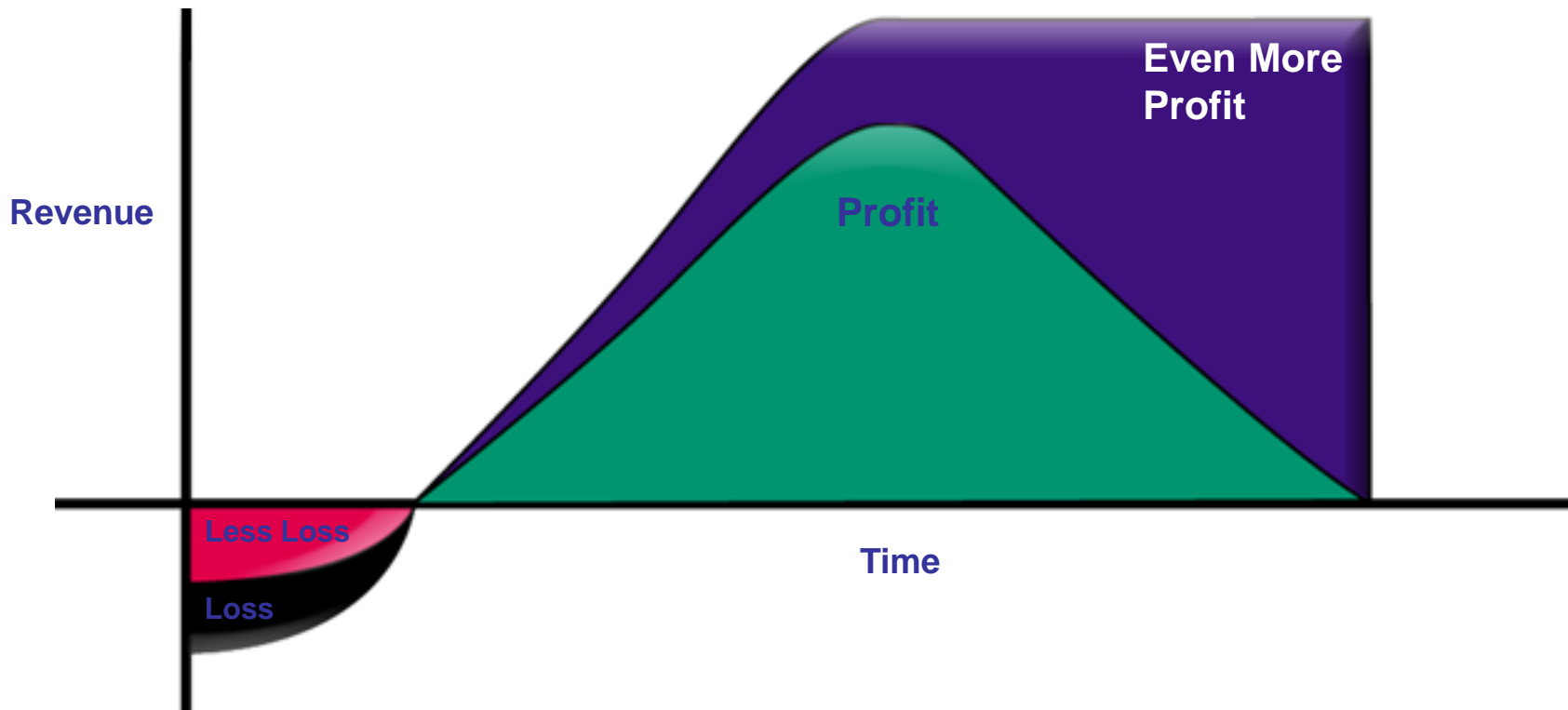


100% improvement in response for Business Highway up-sell campaign

More Efficient Acquisition

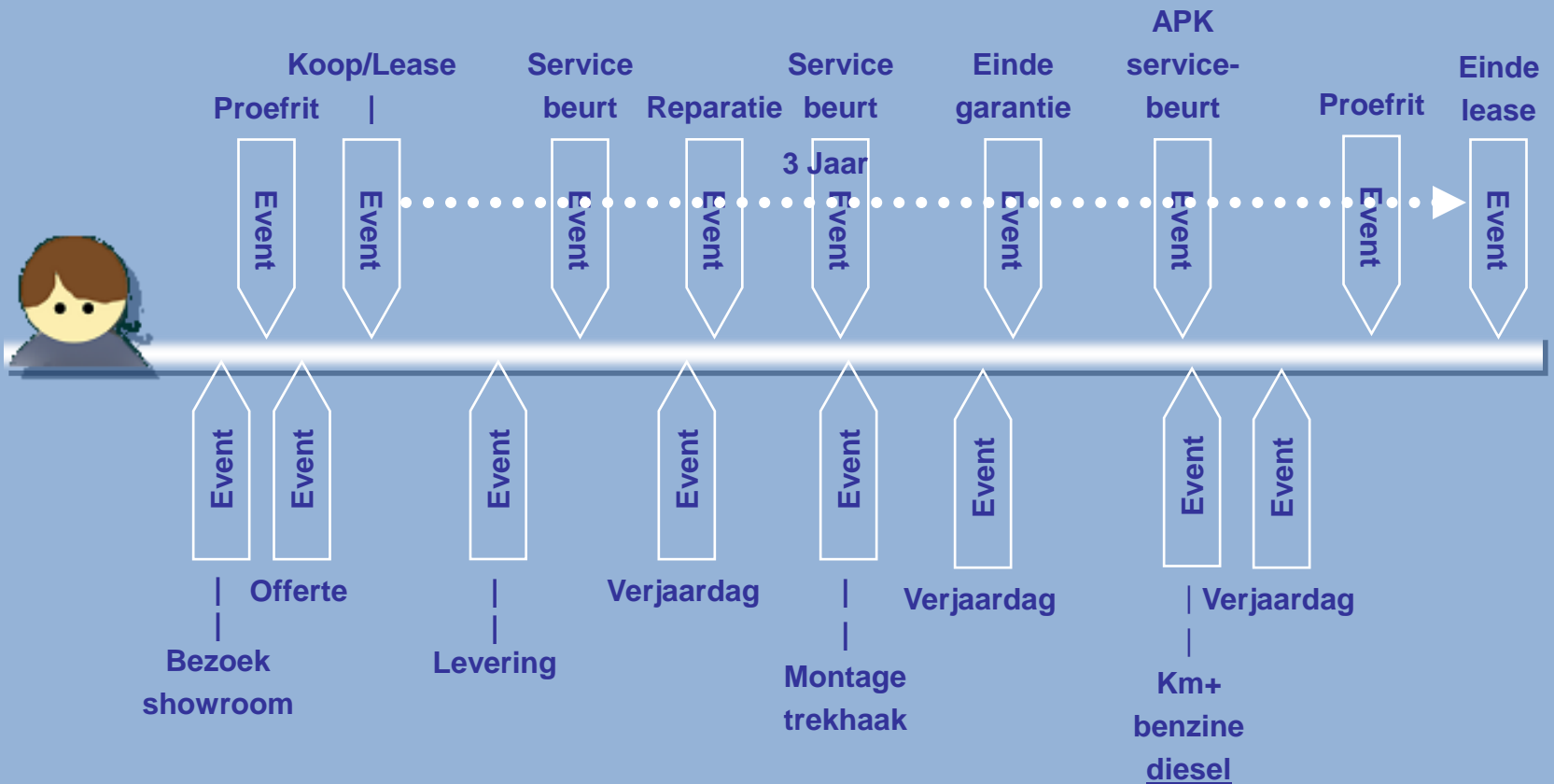
More Frequent Up/Cross Sell

Longer Lasting Relationship

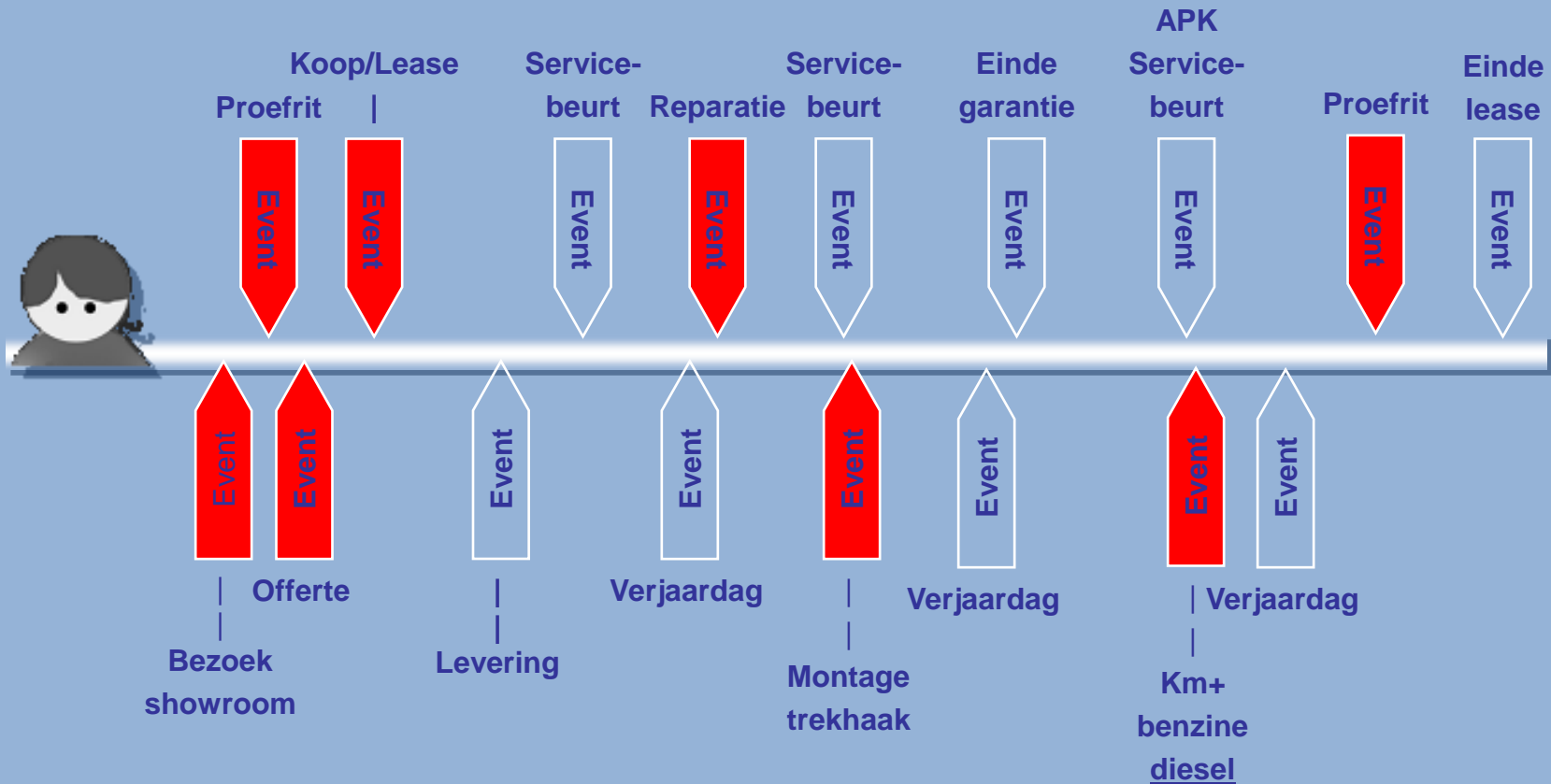


Improved retention of core high value products, increasing bank's overall profitability by 10-20%

# EDM in Automotive – CLF

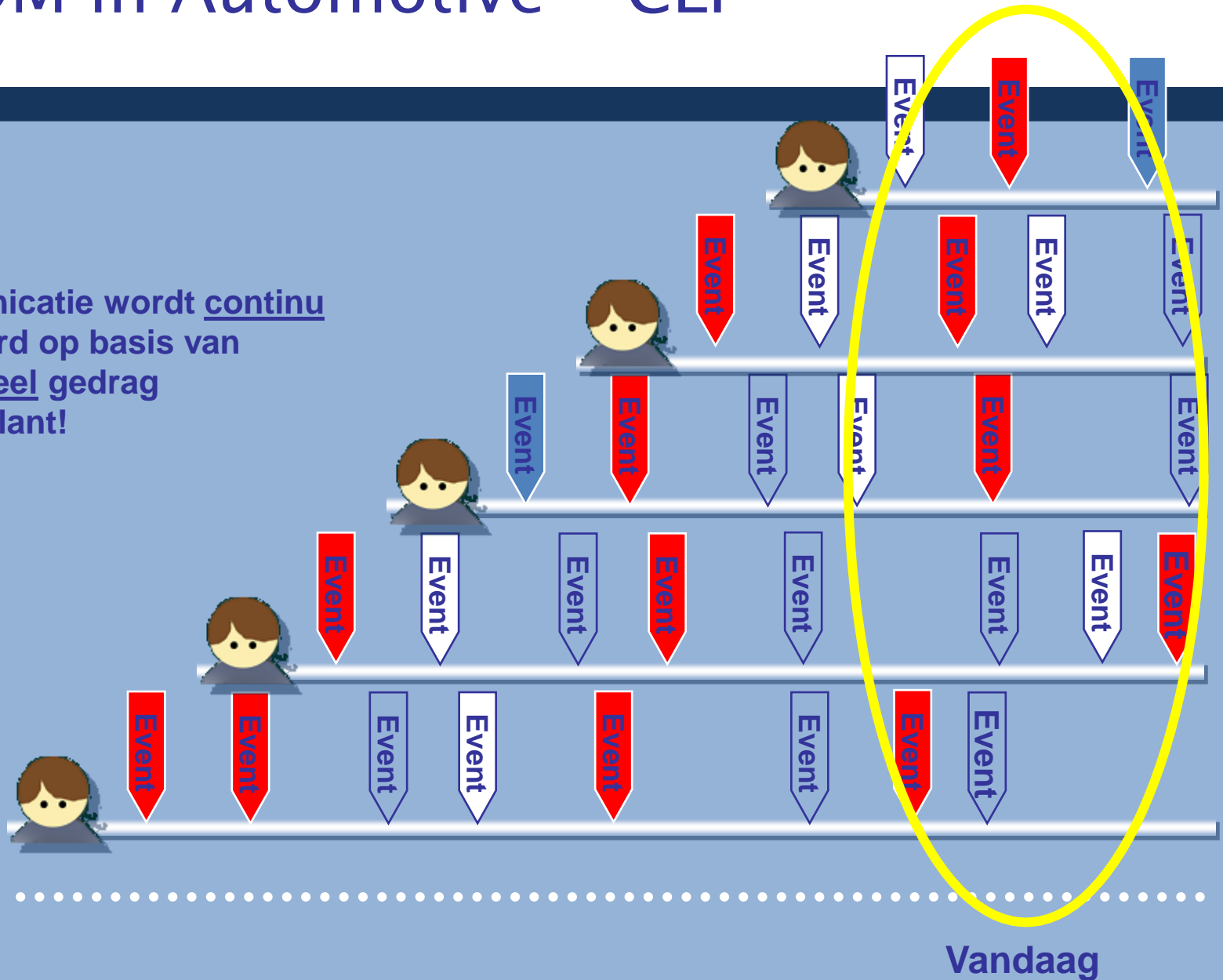


# EDM in Automotive – CLF



# EDM in Automotive – CLF

Communicatie wordt continu  
getriggerd op basis van  
individueel gedrag  
van de klant!

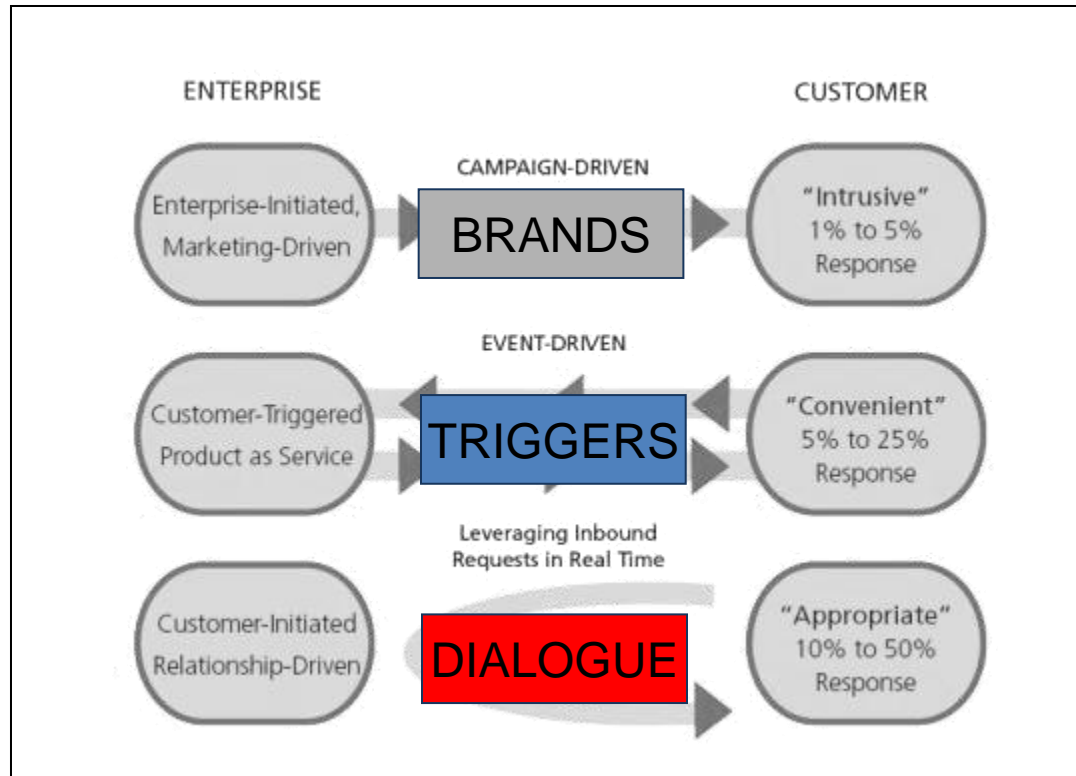


# Example bank

AIDA	Event klant	Indicator / trigger	Actie bank	Medium keuze	Evaluatie
Aantrekken	Interesse in beleggen	Klant zonder beleggingsproduct klikt op beleggingsitems site	Signaal naar lokale bank om onderwerp beleggen voor te stellen aan klant	Email, brief, telefoon, bezoek	Respons, ja/nee
Informereren	Rentedaling	Rentestand lager dan door klant opgegeven drempel	Melding actuele rentestand is gedaald tot...	Email, brief, belletje...	KTO
Adviseren	Hypotheek periode loopt af	Signalering database 1 jaar van tevoren	Nieuw tarief en uitnodiging adviseur tot gesprek	Doorlopende campagne	Ja/nee, KTO
Transactie sluiten	Mistransactie	Signalering banksaldo systeem	Aanbieding doorlopend krediet	Mail, brief	Ja/nee, hoogte
Service verlenen	Klant verhuist	Bericht komt bij account mngr	Bank regelt alle verhuizaken	Brief, email, telemkg	Retentie, KTO
Relatie onderhouden	Verjaardag	Verjaardag klantdatum = datum	Verjaardagskaart	Post, mail	KTO

# Where are you?

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A decorative border with blue floral and leaf patterns is visible in the corners and along the sides of the page.

*Er bestaan geen  
domme vragen, wel  
domme antwoorden...*

# Contact

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