



# DR B.C. ROY ACADEMY OF PROFESSIONAL COURSES

*Topic: Enterprise Marketing Management, Feature and Trends in CRM,  
CRM and Cost–Benefit Analysis*

Name: Shreya Paramanik

Roll no: 32342723111

Stream: BCA

Paper Name: Customer Relationship Management

Paper Code: MIM601

# INTRODUCTION

- Enterprise Marketing Management (EMM) focuses on managing, automating, and measuring marketing activities at an organizational level.
- Customer Relationship Management (CRM) helps businesses manage interactions with customers across the lifecycle.
- Modern enterprises integrate EMM with CRM to improve customer experience and business performance.

## INTRODUCING CRM & ENTERPRISE MARKETING MANAGEMENT

United for Business Growth

### CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



- Manage Interactions
- Build Relationships
- Enhance Satisfaction
- Sales & Service
- Sales & Service Support

DRIVES  
BUSINESS GROWTH

### ENTERPRISE MARKETING MANAGEMENT (EMM)



- Orchestrate Campaigns
- Personalize Experiences
- Automate Workflows
- Automate Workflows
- Analyze & Optimize

# ENTERPRISE MARKETING MANAGEMENT (EMM) – OVERVIEW

- EMM is a set of tools used to plan, execute, analyze, and optimize marketing strategies.
- Helps large organizations manage multiple campaigns, channels, and customer data.
- Aligns marketing goals with business objectives.
- Improves coordination between marketing, sales, and customer service teams.
- Helps to align and optimize complex, cross-channel marketing channels.

# KEY FEATURES OF ENTERPRISE MARKETING MANAGEMENT

## KEY FEATURES OF ENTERPRISE MARKETING MANAGEMENT

Innovate & Engage at Scale



- **Campaign Management:** Planning, execution, and monitoring of multi-channel campaigns.
- **Customer Segmentation:** Grouping customers based on behavior, demographics, and preferences.
- **Marketing Automation:** Automates emails, social media posts, and lead nurturing.
- **Analytics & Reporting:** Measures campaign performance and ROI using data insight.
- **Customer Experience:** Manages end-to-end customer interaction from pre-sale to post-sale.

# CRM – OVERVIEW

- CRM systems manage customer data, interactions, and relationships.
- Provides a 360-degree view of customers across touchpoints.
- Used by sales, marketing, and support teams.
- Helps in improving customer satisfaction and retention.
- It acts as a single source of truth, enabling teams to track leads, analyze customer behavior, and automate workflows across the entire customer lifecycle.



# CORE FEATURES OF CRM



- **Customer Data Management:** Stores contact details, history, and preferences.
- **Sales Management:** Tracks leads, opportunities, and sales pipelines.
- **Customer Support:** Manages complaints, tickets, and service requests and live chats.
- **Communication Tracking:** Records emails, calls, and interactions.
- **Integration Capabilities:** Connects with EMM, ERP, and other enterprise systems.

## TRENDS IN CRM

- **AI and Machine Learning:** Predicts customer behavior and personalizes interactions.
- **Cloud-Based CRM:** Easy scalability, remote access, and lower infrastructure costs.
- **Mobile CRM:** Access customer data anytime through mobile devices.
- **Omnichannel CRM:** Integrates email, social media, chat, and phone communication.
- **Customer Experience Focus:** CRM used as a tool to enhance long-term relationships.

# COST-BENEFIT ANALYSIS – COSTS INVOLVED IN CRM IMPLEMENTATION

## COST BENEFIT ANALYSIS

Maximize Value, Minimize Investment



### COSTS

- Initial Investment
- Operating Expenses
- Potential Risks

- **Software Costs:** Licensing or subscription fees for EMM and CRM tools.
- **Implementation Costs:** System setup, customization, and integration.
- **Training Costs:** Employee training and skill development.
- **Maintenance Costs:** System updates, support, and security.
- **Data Migration Costs:** Transferring existing customer data to new systems.

## COST-BENEFIT ANALYSIS – BENEFITS INVOLVED IN CRM IMPLEMENTATION

- Improved marketing efficiency and reduced manual work.
- Better customer targeting and personalization.
- Increased sales and customer retention.
- Improved decision making using real-time analytics.
- Long-term cost savings through automation and optimized processes.

### COST BENEFIT ANALYSIS

Maximize Value, Minimize Investment



#### BENEFITS

- Increased Revenue
- Improved Efficiency
- Customer Satisfaction

# CONCLUSION

- EMM and CRM play a critical role in modern enterprise marketing.
- Integration enhances customer experience and business performance.
- Though CRM involves initial costs, long-term benefits outweigh investments
- Organizations gain competitive advantage through data-driven marketing strategies.
- Trends in CRM focus on automation and customer experience