

Module-2

Search Engine Optimization (SEO):

It is a process of improving the structure and content of your site and doing promotional activities to increase the traffic, and thus ranking on search engine result pages.

On-Page SEO:

It refers to all the measures or methods used by website owners within their websites to increase the traffic and ranking of a website on search engine result pages. Within the website means you deal with such elements of SEO that are in your control, such as meta tags, technical tags, content quality, etc. So, there should not be any delay in resolving on page SEO issues to maintain and improve the ranking.

Some of the important On-Page SEO factors are as follows:

1) Meta Tags: Meta Tags are HTML tags that contain meta data and provide information about the content of a webpage. They tell what the page is about when it was updated, and who has created it. This information is very important in terms of SEO as it helps search engine crawlers understand and index the page.

These tags are placed inside the head section of a HTML page, e.g., <head> meta tag</head>. The users who visit your site can't see these tags, but the search engine can see them for indexing and deciding the ranking of your site.

There are mainly three types of meta tags:

- i. **Meta Title:** It is the title tag which is also your page title. It appears on the title bar of the browser window in search engine result pages.
- ii. **Meta Description Tag:** It is the summary of the information contained in your page. It is displayed below the URL of your page when your URL appears on the search engine result pages in response to the search query made by a user.
- iii. **Meta Keywords tag:** This meta tag contains all of your key keywords related to the content of your page.

2) Page Length: The search engine prefers long pages to rank higher than short pages. It knows that users do not get satisfied with basic information. Instead, they expect a full explanation

3) Outbound Links: You can give links of other sites on your page that provide similar information. It may act as a trust factor for Google.

4) Internal Links: Interlinks your popular pages to new pages so that traffic from one page may be diverted to other pages.

5) Canonical Tag: This tag is used to prevent the duplicate issues that arise when you have two URLs with similar content. It tells Google that two or more pages with similar content are equivalent to one another and belong to the original page.

6) Image Optimization: Image is required to be optimized using alt text, description, etc. Additionally, instead of naming your image as 'image1.jpg' use descriptive filenames, for example, 'boy-playing-in-the-park.jpg.'

7) Sitemap: A sitemap is created for a site. It helps search engines in indexing pages of your site.

8) Content: The content of your pages should be unique, relevant, and the latest and should be related to highly searched topics, keywords, etc.

9) URL Optimization: Keep your URL less than 255 characters, and use hyphens '-' to separate different parts of the URL. Additionally, it should be short, descriptive, and contain your main keywords. For example, www.javatpoint.com/smo-tutorial-for-beginners. Also, optimize the structure of URL by making categories that help search engines and users to find the content with ease. For example, Homepage>Social Media>Facebook>Post

10) Mobile Friendliness: Around 60% searches in Google are made through mobile phones and other such devices. So, make sure your website is mobile-friendly.

Off-page SEO:

Although Off-page optimization has the same objective of increasing traffic, it is different from On-page optimization. In On-Page SEO, we deal with the factors that are in our control, i.e., within the website, but in Off-page SEO, the measures are taken outside the site, which is not in the control of a website owner such as blog submission, article submission, forum posting, etc.

Some of the important Off-Page SEO factors are as follows:

Off-Page SEO techniques mainly deal with increasing the links to a site which is called Link popularity. These links can be internal or external. The internal links come from your own webpages, and external links come from other websites or webpages. High link popularity indicates that you have more connections to your site, which is a plus for SEO. Some important off page SEO techniques to increase link popularity are as follows:

1) Influencer Outreach: If your content is unique, relevant, and the latest, you should share it with influencers in your industry.

2) Guest Posting: There are many authors or blogs that allow you to submit your post or content as a guest post on their sites. If you have written quality content, you can post it there to get backlinks from them.

3) Social Bookmark Submission: There are many social bookmark submission sites where you can upload your webpage or blog post containing a link to your site to drive traffic to your site.

4) Forum Submission: In this method, you participate in forums related to your business, websites. Here, you can reply to threads, answer questions and queries, and provide feedback and suggestions. For better results use, "Do-Follow" forums.

5) Directory Submission: Here, you can submit your pages in directories to build backlinks. You should choose relevant directories and categories.

6) Article Submission: There are also many article submission sites where you can submit articles, again choose relevant categories to submit articles.

7) Video Submission: You can create videos with proper title, description, tags, and reference links and submit them to video submission sites to get backlinks.

Image Submission: You can share your images in various image submission sites. But, don't forget to optimize your images with the relevant title tag, URL, alt tag, description, etc

9) Infographics submission: Infographic is a visual representation of information or data such as graphs, charts, etc. You can submit it to infographic submission sites with links to your website.

Pros and cons of SEO

Pros of SEO

The main benefit of SEO is the visibility you will achieve in Google search engine.

Not only will you have more exposure, but you'll be in front of people interested in what you do right when they're looking for you.

Other advantages are:

1. You will generate more visits to your website

On average, there are 40,000 searches on Google every second. That is to say: 3.5 billion daily queries. Therefore, ranking on the first page for a search can earn you millions of views.

2. You will increase the visibility of your brand

With SEO practices you will build a community that tomorrow will give you 'free publicity' by sharing everything you do with your acquaintances.

3. You will close more sales

If you are a reference in your area, it is much more likely that you will make a sale, since you have the trust and support of an entire industry.

4. You will become a market leader

The better positions you occupy in the Google results page, the closer you will be to dominating the market through the Internet.

5. You will provide valuable content

One of the advantages of SEO is that you can know exactly what people are looking for.

For this reason, you will then be able to offer a tailor-made piece: an article that answers all the concerns of users on a topic related to your industry. This way you will create the best possible text that will provide the potential consumer with a solution to their problems.

5. You will attract potential clients

With SEO you draw the attention of potential buyers because your content is important to them.

Remember: you will help them solve a problem or answer a question.

6. You will avoid disturbing others

Thanks to SEO, you can give people what they want, the moment they are asking for it.

Unlike advertising , where you interrupt users with your ads and messages, SEO is about gaining the user's attention instead of buying it.

This strategy considers that the only way to get people's respect and admiration is by offering them valuable content without expecting to close a sale overnight.

7. You will generate a high return on investment

On the Internet it is much more profitable to bet on SEO and to rank with valuable articles than to pay for Google to advertise you .

Cons of SEO

As we already mentioned, equipping your website with SEO best practices will be very beneficial for your brand.

However, there are certain disadvantages when doing SEO that you should consider:

1. SEO takes time

That SEO takes a long time is one of the main 'buts' that executives have before investing in web positioning

How long does it take to appear on the first page of Google? The definitive answer is: it depends.

What does it depend on? Of many factors . Some of the most important to consider are:

- How big is your website.
- How new is your domain.
- How recent and fresh your content is

- What keywords are you using to rank

Thanks to our experience we have verified that, with good SEO knowledge , you could see positive results in **weeks** .

2. By doing SEO you compete against the rest of the Internet

The competition in the online world is greater than you imagine.

On the Internet, thousands of websites create content about your same product or service and you must define how you will differentiate yourself from them.

3. In SEO, results are not guaranteed

It is impossible to predict the results of an SEO project .

The main reason is that Google's algorithm is constantly changing, as are trends and search volumes for each query.

In addition, performance will be affected by what the competition does or does not do.

Therefore, when doing search engine positioning, it is irresponsible to ensure things like:

- “We will increase traffic 70%”.
- “We will attract 7,000 visitors a month.”
- “We will sell 150 products every week.”

4. SEO requires constant vigilance

SEO requires permanent review so as not to lose the progress made.

In the SEO Maintenance stage, it is convenient to review what was done during the SEO On Page and Content Marketing and propose adjustments._

5. SEO is not profitable at the beginning

At first you will invest a lot of money and you will not see the return. That is, you will make an effort without receiving greater gain.

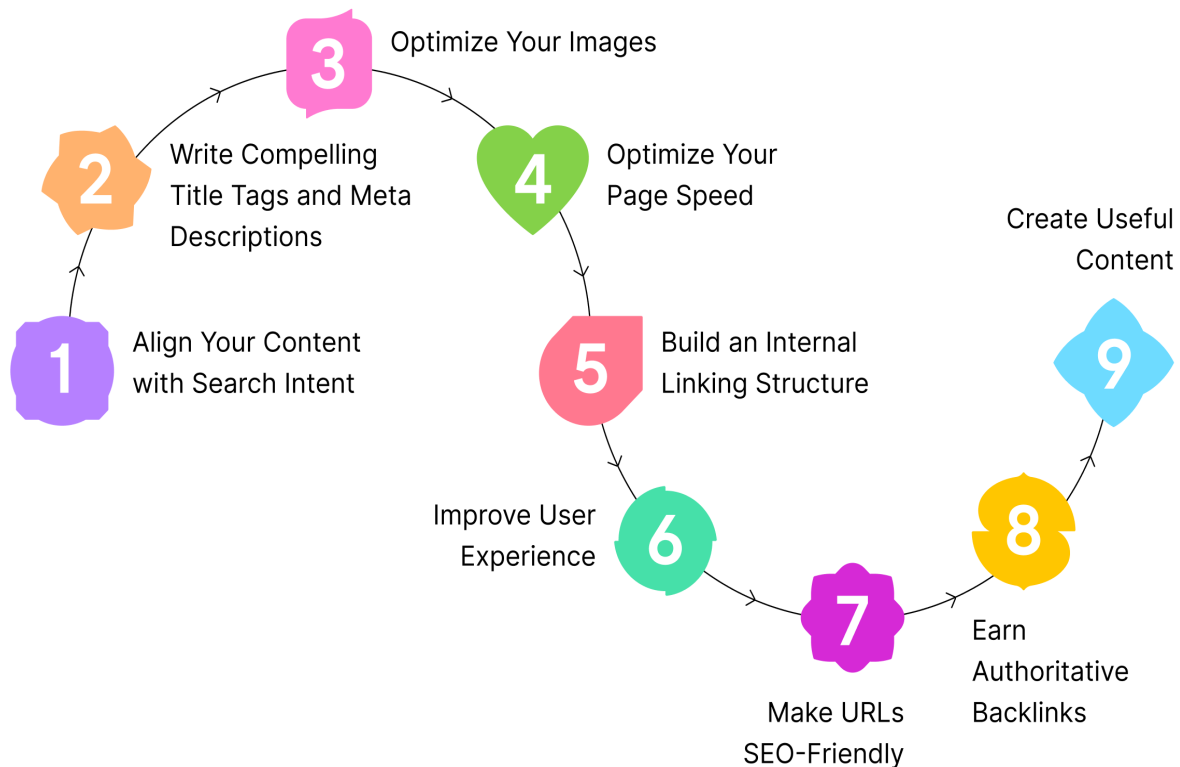
Also keep in mind that visits are not sales: not all the people who come to your website will buy from you.

If you cannot afford the advice of an expert for your SEO project, study the subject and experiment with your website.

SEO Best Practices

According to Google, SEO best practices are tasks that will “hopefully make it easier for search engines to crawl, index, and understand your content.”

Here are a few of our top tips to incorporate into your SEO strategy:



Google Adwords

What is Google Ads:

Google Ads, which was earlier known as Google Adwords, is a paid search engine marketing platform of Google. It is also known as PPC advertising or pay-per-click advertising. It offers PPC advertising, including banner, text, and rich media ads.

It allows advertisers to bid on certain keywords for their clickable ads to appear in Google's search results. Advertisers pay for these clicks, and this is how Google makes money. It is called PPC (Pay per Click) as you only pay once when someone clicks on your ad.

Google Ads comprises two networks Google Search Network and Google Display Network.

Google Search Network: In this network, the ads appear on the search engine result pages. When users make queries using keywords related to product or service, your ad is displayed on the search engine result pages above the organic results.

Display Network: In the display network, your ads are displayed on websites that have given space to Google to run advertisements. Here, the users don't search for your products or services. However, when they visit a website, they see a banner ad. If they like it, they click it and thus diverted to your site. For example, Text Ads on websites, Image Ads on websites, Video Ads on websites, and Ads on mobile websites.

Creating A Adwords Campaign Are As Follows:

1. **Determine your goals:** Decide whether you want to increase sales, drive traffic to your site, want to increase subscribers or inquiries, etc.
2. **Set a budget:** Decide how much you can invest in starting a campaign. You can run a small campaign with a small investment to test the market and its functioning. Furthermore, you can set limits on how much you will pay per click and how much you will pay per day to keep your cost in line.
3. **Make a keyword list:** Choose the right keywords that are relevant to your target market, and within your budget, for that, you can use Google AdWords Keyword Planner.
4. **Bid on keywords:** This step is like an auction where you bid on chosen keywords. If you have a sufficient budget, you can bid more than your competitors for a keyword. If you do so, your ad will appear higher on search engine result pages than your competitors for that keyword. The more you bid, the higher your ad appears on Google Search Engine.
5. **Set up different keyword campaigns:** If you have different products and services, you may create separate campaigns to make more profits.
6. **Use keyword-optimized headlines and ad copy:** Incorporate keywords in your headlines and body copy. Users use keywords as search terms while searching for products and services that you sell.
7. **Create unique landing pages:** A landing page is a page that a customer lands on after clicking on your PPC ad. Avoid sending users to your homepage, instead send them to unique landing pages that contain the relevant information and keywords as searched by the users. **How to set up Google AdWords Campaign / How to run Google advertisement or PPC advertising campaign:**

Setting up Google AdWords Account

Create a Google Account: A Google account is needed to use AdWords. If you already have one, you can use it.

Go to Adwords.Google.com and sign in: Follow the steps one by one and provide details to complete the form to set up your campaign. Some of the basic steps are as follows:

- Set your budget based on the daily rate or expenses that you can bear.
- Choose your target audience by defining the location, network options (Google Search or Display) and keywords
- Select the bid amount, or Google sets the bid amount automatically in a way that you get the most clicks for your budget.
- Write the text ad, here you are supposed to insert the URL of the landing page, two headlines, and a short description, and option to enable phone calls from the ad. After completing the form, click "Save and Continue."
- Add your payment info by providing the payment info on the billing page. After this, click "Finish and create ad" to complete the setup. Now, your Google ad campaign is ready to go.

Keywords Types and Determining the Right “Keyword Match”

There are four keyword match types that determine how you want your ad to be displayed.

Broad match: The broad match is the default setting on AdWords. According to Google, it “allows your ad to show for searches on similar phrases and relevant variations, including synonyms, singular and plural forms, possible misspellings.”

Broad match allows to you to reach the widest part of your audience. However, since broad match also shows your ads for synonyms and one part of your keywords, your ad may show up in a lot of irrelevant search results.

For instance, you might be targeting for “fine dining restaurants Manchester”, using broad match, your ad may also show in the results for “pizza in Manchester”.

Broad match modifier: The broad match modifier gives your more control. By simply adding a ‘+’ before a term, you can lock it into place. Only when a search term contains the phrases or words after the ‘+’, will your ad appear in the results.

For instance, if you bid for “+fine dining Manchester”, your result will never show for search terms like “pizza in Manchester”.

Phrase match: The phrase match offers even more control to business owners. When you choose phrase match, your ad is only displayed in results for search terms that are in the same order as your chosen keyword.

This means, if you choose “fine dining Manchester”, your ad will not show for “Manchester fine dining”. In order to specify phrase match, simply put your keywords between quotations.

Exact match: As the name suggests, this option will ensure your ad only appears when someone searches with a search term identical to your chosen keywords.

If you have chosen exact match and your keyword is “fine dining Manchester”, your ad will not even appear for search terms like “best fine dining restaurants in Manchester”.

To specify exact match, put brackets around your chosen keywords. (Example: [fine dining Manchester]) Tip: Using exact match can be a safe and slower way to scale our your campaigns when just starting out.

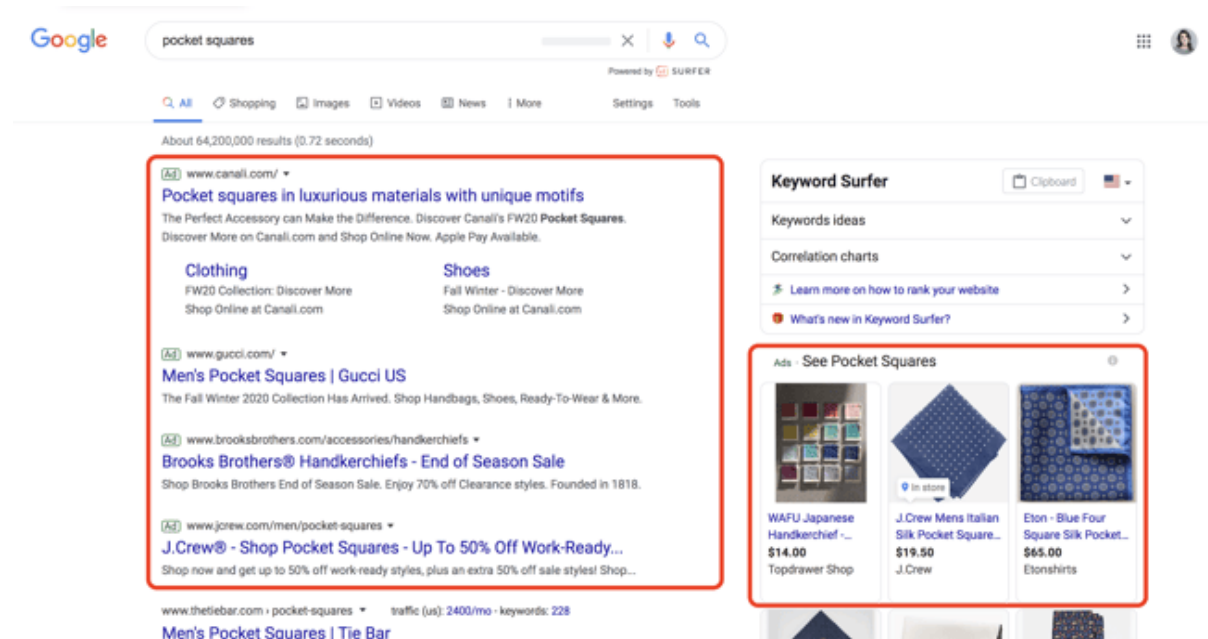
Negative keywords: Negative keywords are the terms help you ensure your ad is not shown to irrelevant audiences. This feature of AdWords comes in handy if you have a product/service that may share keywords with something that is not related.

Types of Google Ads Campaigns

You can select from one of five campaign types on Google Ads. Let’s cover the optimal uses for each and why you might choose one over the other.

1. Search Ad Campaigns

Search ads are text ads that are displayed on Google results pages. As an example, a search for “pocket squares” returns sponsored results:



The benefit of search ads is that you’re displaying your ad in the place where most searchers look for information first — on Google. And Google shows your ad in the same format as other results (except for denoting it as an “Ad”), so users are accustomed to seeing and clicking on results.

Responsive Search Ads

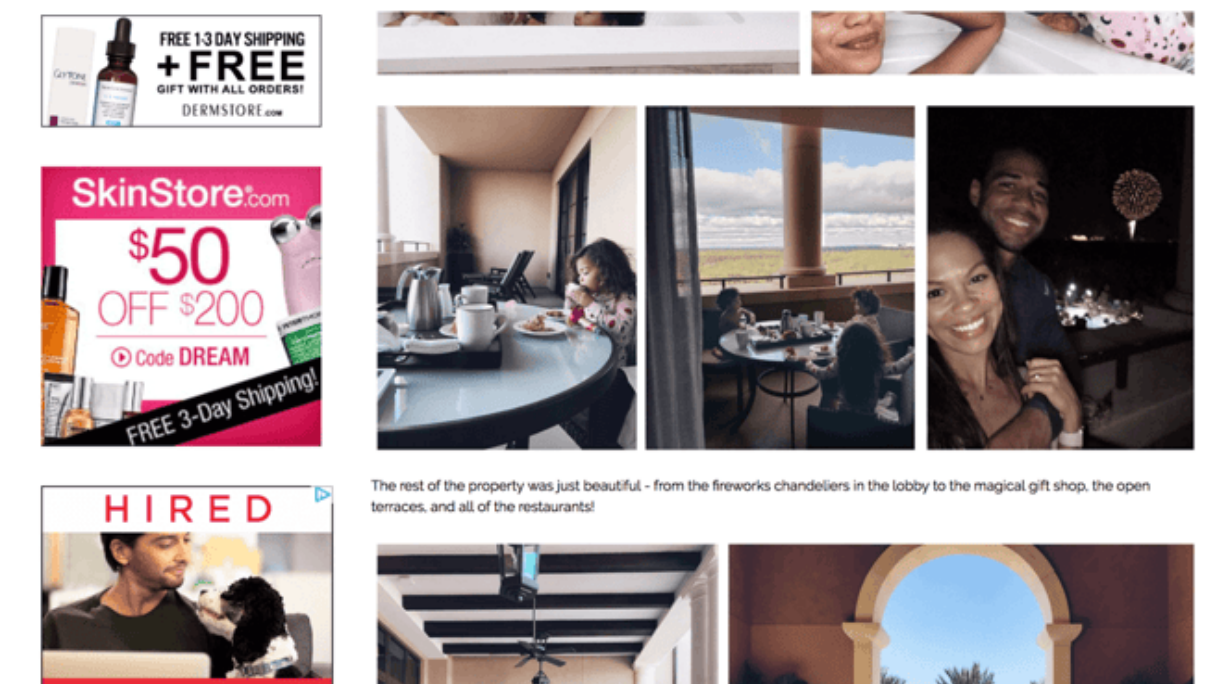
Responsive Search Ads allow you to enter multiple versions of headlines and ad copy (15 and four variations, respectively) for Google to select the best performers to display to users. With traditional ads, you create one static version of your ad, using the same headline and description each time.

Responsive ads allow for a dynamic ad that is auto-tested until you arrive at the version that is best suited for your target audience — for Google, that means until you get the most clicks.

2. Display Ad Campaigns

Google has a network of websites in various industries and with an array of audiences that opt in to display Google Ads, known as the Google display network. The benefit to the website owner is that they're paid per click or impression on the ads. The benefit to advertisers is that they can get their content in front of audiences that are aligned with their personas.

These are typically image ads that draw users' attention away from the content on the webpage:



3. Video Ad Campaigns

videos. Remember, YouTube is a search engine, too. So the right keywords will place you in front of a video, disrupting the user's behavior just enough to grab their attention.

Here's a video advertisement that pops up in the middle of another video on how to tie a tie:

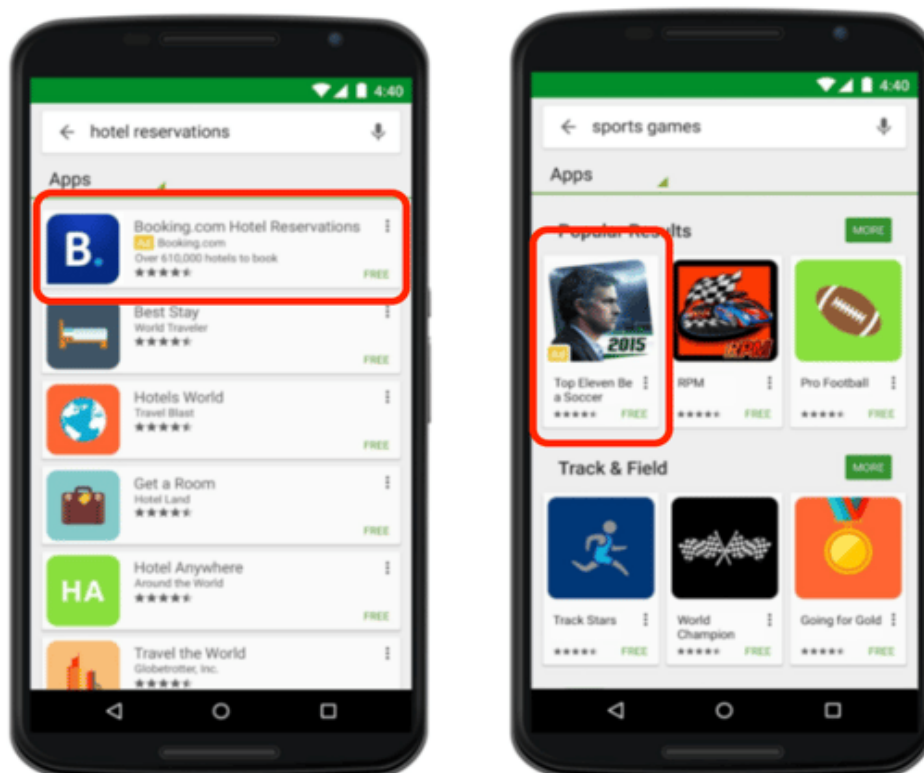


4. App Ad Campaigns

Google App Campaigns promote your mobile application through an ad displayed on Google Search Network, YouTube, Google Play, Google Display Network, and more.

You can run ads that encourage your audience to install your app or, if they already use it, to take a certain action within your app.

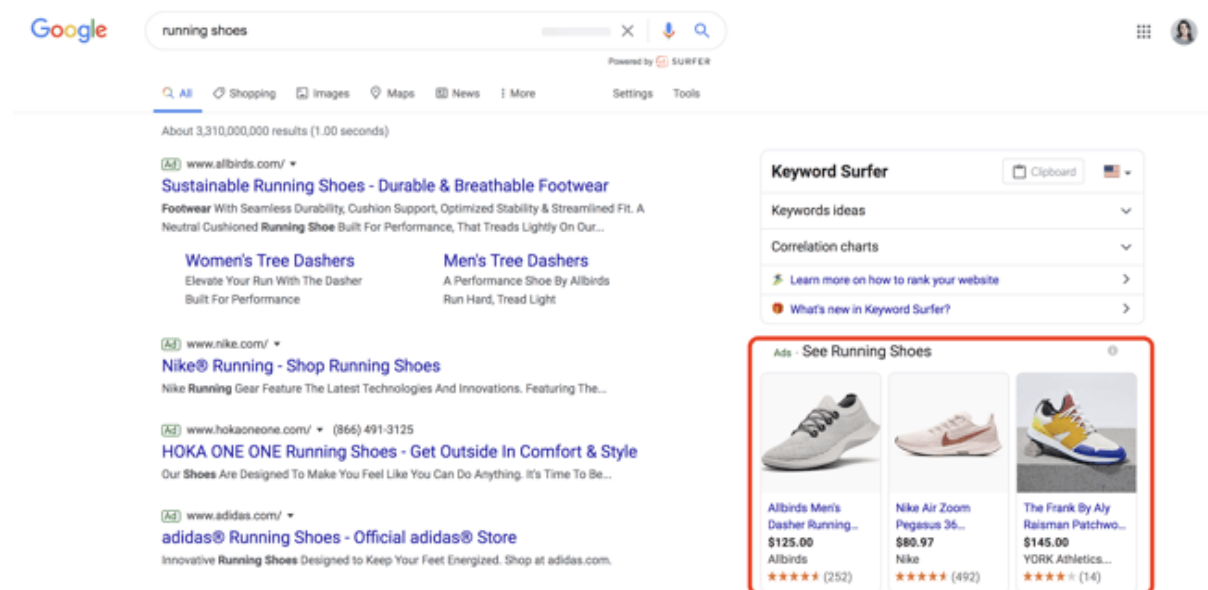
Unlike other ad types, you don't design an App ad campaign. Instead, provide Google with your app's information and audience, and place a bid. Google does the rest to get your app in front of the right eyes:



5. Shopping Ad Campaigns

Another type of Google Ad is Google Shopping Ad Campaigns. Shopping Campaigns like these other types of ads, are displayed on SERPs and include detailed product information such as price and product imagery. You can run a Shopping Campaigns through Google Merchant Center, where you input specific product information that Google pulls from to create your shopping ads.

Instead of marketing your brand as a whole, Shopping Ads allow you to promote specific products and product lines. That's why, when you search for a particular product on Google, you'll see ads for different brands pop up along the top and/or side. This is what I see when I search "running shoes." The ads at the top are Google Search ads, but the specific products advertised on the side are Shopping ads optimized for the keyword "running shoes":



Customer Relationship Management (CRM)

- From the viewpoint of the Management, CRM can be defined as *an organized approach of developing, managing, and maintaining a profitable relationship with customers.*
- By equating the term with technology, the IT organizations define CRM as *a software that assists marketing, merchandising, selling, and smooth service operations of a business.*

Components of CRM

Take a look at the following illustration. It shows the components that work together to form a successful CRM system.



Here are some of the important components of CRM –

- **Analytics** – Analytics is the process of studying, handling, and representing data in various graphical formats such as charts, tables, trends, etc., in order to observe market trends.
- **Business Reporting** – Business Reporting includes accurate reports of sales, customer care, and marketing.
- **Customer Service** – Customer Service involves collecting and sending the following customer-related information to the concerned department –
 - Personal information such as name, address, age
 - Previous purchase patterns.
 - Requirements and preferences.
 - Complaints and suggestions.
- **Human Resource Management** – Human Resource Management involves employing and placing the most eligible human resource at a required place in the business.
- **Lead Management** – Lead Management involves keeping a track of the sales leads and distribution, managing the campaigns, designing customized forms, finalizing the mailing lists, and studying the purchase patterns of the customers.
- **Marketing** – Marketing involves forming and implementing sales strategies by studying existing and potential customers in order to sell the product.

- **Sales Force Automation** – Sales Force Automation includes forecasting, recording sales, processing, and keeping a track of the potential interactions.
- **Workflow Automation** – Workflow Automation involves streamlining and scheduling various processes that run in parallel. It reduces costs and time, and prevents assigning the same task to multiple employees.

Objectives of CRM

The most prominent objectives of using the methods of Customer Relationship Management are as follows –

- **Improve Customer Satisfaction** – CRM helps in customer satisfaction as the satisfied customers remain loyal to the business and spread good word-of-mouth. This can be accomplished by fostering customer engagement via social networking sites, surveys, interactive blogs, and various mobile platforms.
- **Expand the Customer Base** – CRM not only manages the existing customers but also creates knowledge for prospective customers who are yet to convert. It helps creating and managing a huge customer base that fosters profits continuity, even for a seasonal business.
- **Enhance Business Sales** – CRM methods can be used to close more deals, increase sales, improve forecast accuracy, and suggestion selling. CRM helps to create new sales opportunities and thus helps in increasing business revenue.
- **Improve Workforce Productivity** – A CRM system can create organized manners of working for sales and sales management staff of a business. The sales staff can view customer's contact information, follow up via email or social media, manage tasks, and track the salesperson's performance. The salespersons can address the customer inquiries speedily and resolve their problems.

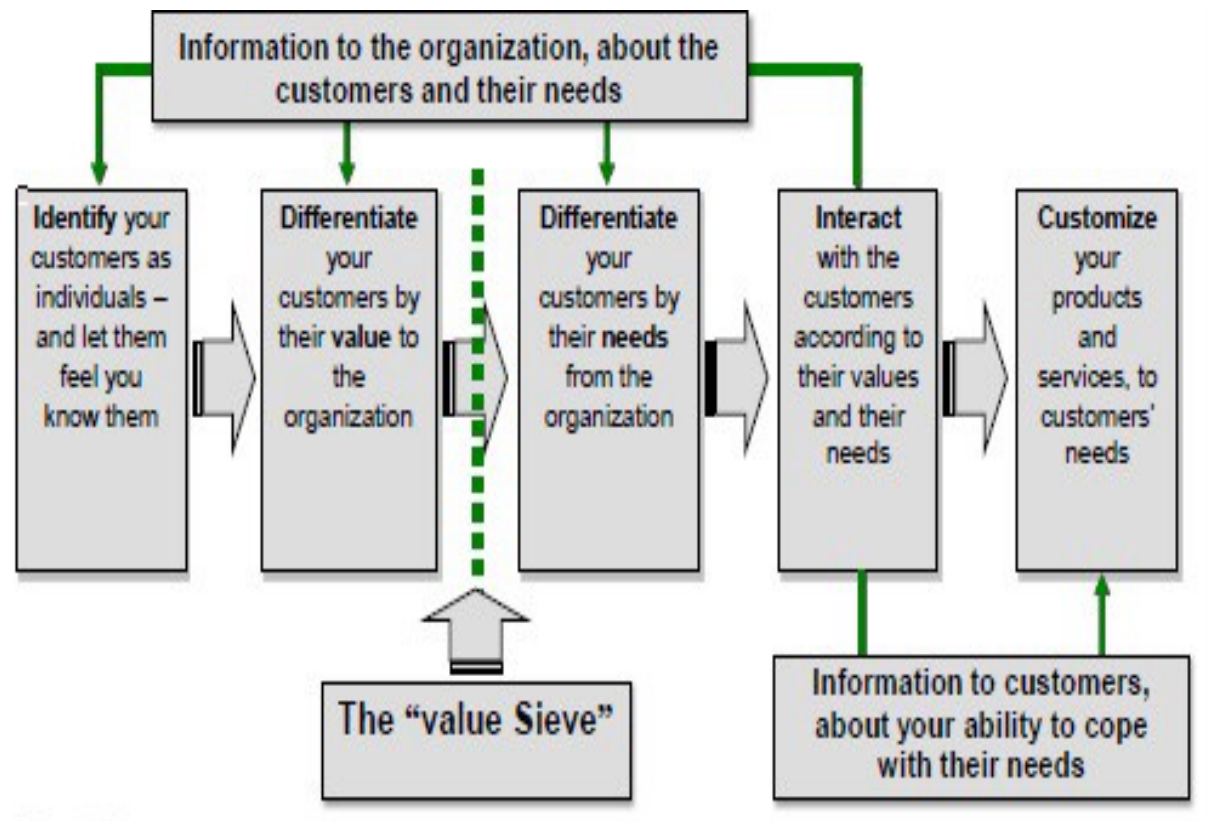
CRM Models

We are discussing here:

- **IDIC Model**
- **QCI Model**
- **CRM Value Chain Model**
- **Payne's Five Process model**

IDIC model

The IDIC model was developed by the Peppers and Rogers Group as a generic blueprint for implementing CRM in a variety of situations. IDIC stands for the four stages of CRM implementation: identify, differentiate, interact, and customize.



Identify

The first step is to identify your customers, which businesses can accomplish by collecting information like the customer's name, address, and purchase history at each point of contact across the company.

The goal is to collect as much information or data as you can on each customer in order to better understand their needs, wants, and purchase behaviors.

Differentiate

The next step is to differentiate or segment your customers based on their current and projected lifetime value. Remember: Not all customers will have the same value to the business.

By differentiating your customers based on their value to the company, you can prioritize your customer relationship efforts on the most valuable clients and tailor your interactions to best fit each segment for optimal profitability.

Interact

The third stage is where you get to apply your CRM plans for interacting with your customers. Once your customers are analyzed and categorized, you can develop customized interactions—for example, for valued customers, you might offer loyalty benefits or rewards to encourage retention and continued spending.

Keep in mind, you should be learning from each interaction to continually improve future interactions.

Customize

After you have documented your customer interactions, you can then analyze them to develop more customized one-to-one service. The goal is to ensure that your customers' needs and expectations are met and that you have pinpointed them individually (or very narrowly).

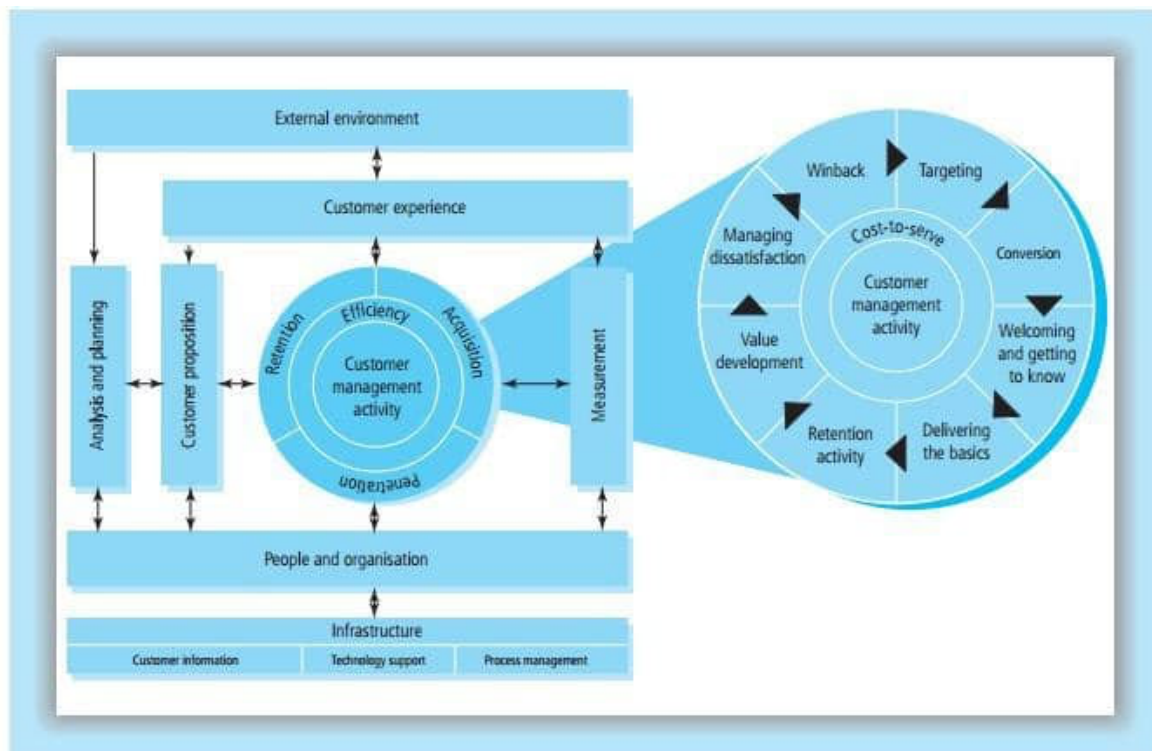
Quality Competitive Index (QCI) MODEL

The QCI model is also a product of a consultancy firm.

The model's authors prefer to describe their model as a customer management model, omitting the word 'relationship'.

At the heart of the model, they depict a series of activities that companies need to perform in order to acquire and retain customers.

The model features people performing processes and using technology to assist in those activities.



This model includes the series of activities related to employees, people, and organization, and technology as well.

According to this model, relationships process with the external environment. Because when a customer wants to start selling process or wants to interact with the organization, external environment directly affects the customer experience. External environment also affects the planning process of the organizations.

Now as you can see in the figure that customer experience affects three activities future: customer proposition, customer management activity, and measurement.

Customer proposition means something that a company offers to the customer against the price. Customer management activity is a process of capturing customers, start with targeting, conversation, selling and end with retaining or winning back the customers.

Customer management activity affects customer's experience that how a company acquires, retains a customer and also penetrates.

Finally, measurement process also affects the customer experience.

People and organization have relation with the planning process, customer proposition, customer management activity and measurement.

Because CRM starts with people and ends with people.

Infrastructure deals with the organization in a sense of technology, customer information, and process management.

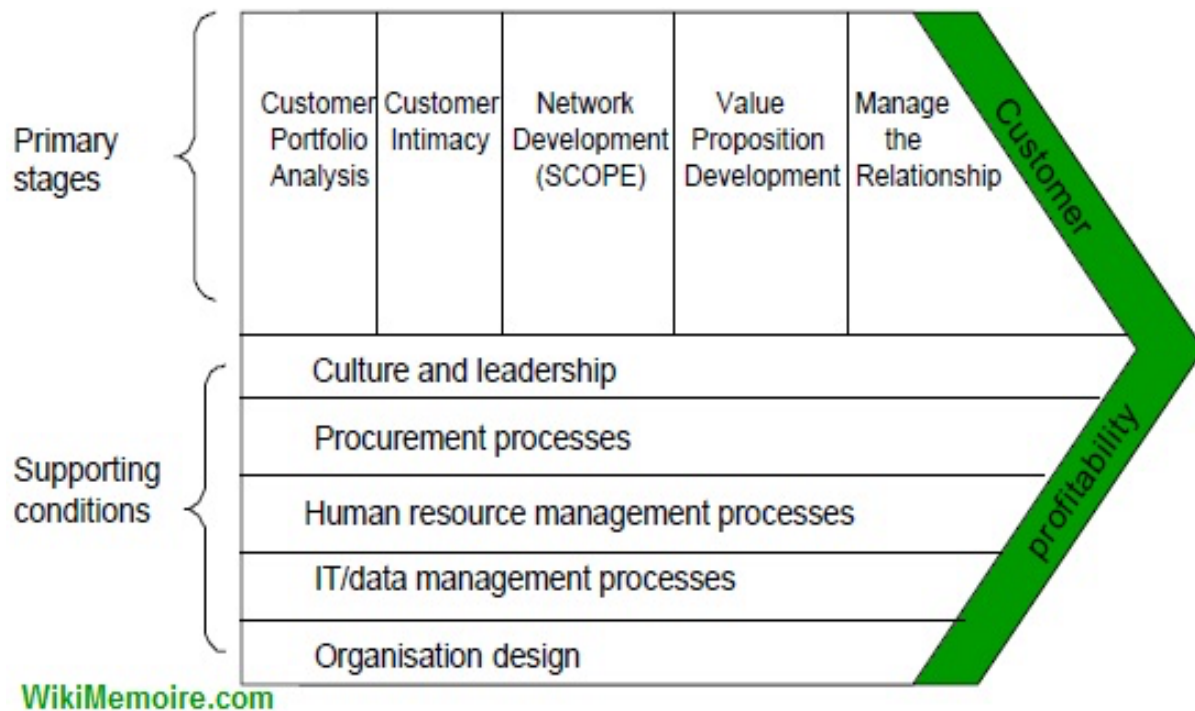
One big thing is that each activity, people, organization, process, and technology have a dual effect and intercorrelated with each other.

CRM Value Chain Model

CRM, the meaning of those three letters, is emotionally contested. For some, CRM is simply a bridge between marketing and IT: CRM is, therefore, an IT-enabled sales and service function.

It has been five years in development and has been piloted in a number of business-to-business and business-to-consumer settings, with both large companies and SMEs: IT, software, telecoms, financial services, retail, media, manufacturing, and construction.

The model is based on strong theoretical principles and the practical requirements of business.



The ultimate purpose of the CRM value chain process is to ensure that the company builds long-term mutually-valued relationships with its strategically-significant customers

Not all customers are strategically significant. Indeed some customers are simply too expensive to acquire and service.

They buy little and infrequently; they pay late or default; they make extraordinary demands on customer service and sales resources; they demand expensive, short-run, customized output; and then they defect to competitors.

These are called strategically-insignificant customers.

Five primary steps to profitable relationships

The five steps in the CRM value chain are customer portfolio analysis, customer intimacy, network development, value proposition development and managing the relationship.

Customer Portfolio Analysis

CPA, the first step in the CRM value chain acknowledges that not all customers have equal value to the company.

CPA asks the question: 'who are our SSCs (strategically significant customers)?'

SSC's is defined thoroughly above so let's move toward CPA. CPA tells us what are our customers giving value to us?

A customer portfolio comprises the mixture of groups that make up the customer base of a business.

For example, Coca-Cola's customer portfolio consists of restaurants, grocery stores, amusement parks and sports arenas.

Customer Intimacy

Selecting customers to serve with your product is one thing and knowing your customer is another thing. Most companies collect customer data.

Some industries are overwhelmed with information – scanner data, loyalty card data, complaints files, market research, and geo-demographic data.

Now the question is how you will use this data in order to serve best ways to your customers.

Long-term relationships require more knowledge about you customers.

Knowing about what, who, why, when and how of customer behavior is most important for a company to manage long-term relationships with loyal and strategically insignificant customers.

Develop the Network

A company's network position i.e. its connectedness to other parties who co-operate in delivering value to the chosen customer is a source of great competitive advantage.

In order to serve customer's relationships, it is important for a company to create value for a customer on every stage of the selling process.

It means the company must create a complete network for customers to serve profitably.

A good network may contain suppliers, manufacturers, employees, investors, technology, distributors, and retailers.

CRM is not a quick fix; it requires owners and investors who will commit to the long-term investment in the people, processes, and technology to implement CRM strategies.

Value Proposition Development

By the fourth step of the CRM value chain, you will know who you want to serve and will have built, or be in the process of building, the network.

Now the network has to work together to create and deliver the chosen value(s) to the selected customers.

Network develop by the company now will create a value proposition.

Every member in a developed network works together as a whole to creating value for customers.

Managing the Relationship

This is the final step of primary stages.

All previous steps help the company to create the relationship and start the relationship.

Now, this depends on company how a company manages these relationships so that parties, company, and customer, get value for the long term.

Five supporting conditions of CRM value chain model

These are five supporting conditions to fulfill the CRM value chain model.

- **Culture and leadership**
- **Procurement processes**
- **Human resource management processes**
- **IT/Data management processes**
- **Organization design**

These are some basic conditions that a company even must consider while managing the CRM.

Company's culture defines that whether you will manage long term relationship or not because sometimes your culture doesn't allow you to do such activities.

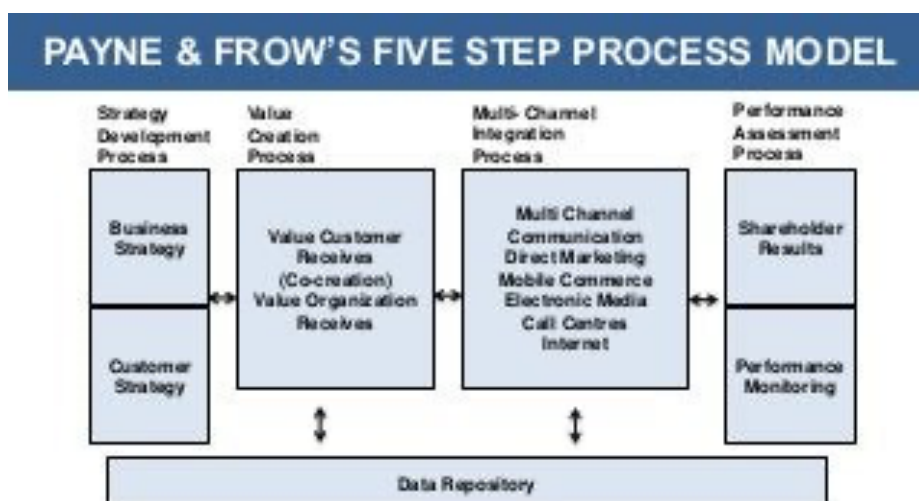
Company procurement process and HR process also suggest that how you will do such activity.

Without IT and Data management process you cannot do CRM because customer's information and data related to customers save on technology.

Payne's Five Process model

The Five Process CRM model was developed by Adrian Payne and Pennie Frow. This model emphasizes a cross-functional approach for effective CRM processes.

There are two main components to the model: cross-functional CRM processes and key elements of CRM implementation.



1. **Strategy development.** In the Payne and Frow model, strategy development comprises your business and customer strategies. Your business strategy includes your unique vision for your company and what distinguishes it in its industry and market. Your customer strategy involves creating ideal buyer personas and otherwise identifying the qualities that might make a customer choose you.
2. **Value creation.** In this step, you'll determine the value you bring to your customers and vice versa. For example, maybe your events company has access to one-of-a-kind spaces that consumers just can't get elsewhere – that's the value your customers receive. The value you receive is customers who remain loyal to you, since nobody else offers spaces like yours.
3. **Multichannel integration.** After developing your strategy and creating your value, you should inform your whole team of everything you've established. That means not just your sales team but marketing, customer service and all the subdepartments within each.
4. **Performance assessment.** Once your multichannel approach has been put to work, you should reassess your strategy. If your customers are happy and your team is meeting its key performance indicators (KPIs), then you should be all set. If not, revise your strategies and values based on input from your team and customers.
5. **Information management.** This step comprises your front-office and back-office applications, IT framework, and all your other [CRM analysis tools](#). You'll add information to these platforms as you move through the model, which will inform your future movements through the model. For example, if a customer says on a tech support call that they are considering upgrading their subscription package, the support agent could enter that information into the CRM, signaling sales and marketing teams to try upselling that customer.

These are the four elements of the Payne and Frow process:

- **CRM readiness.** You should prepare to implement CRM software before implementing the Five Forces CRM model.
- **CRM change management.** You should have protocols in place for modifying your CRM workflow, CRM dashboard and other software components before starting with this model.
- **CRM project management.** You should know how projects administered in your CRM will be managed from start to finish.
- **Employee management.** You should have a firm sense of which employees are responsible for which tasks along your sales pipeline. You should also know which sales reps are assigned to which prospects or customers.