

## **Day 16: Video Marketing & CRM (Unit IV)**

**Lesson Goal:** Explore the various uses of video in marketing and analyze how Customer Relationship Management (CRM) personalizes the digital campaign.

### **1. Video Marketing**

- **Importance:** Video marketing educates your audience effectively and helps increase engagement. It is a great equalizer, enabling small-to-medium-sized businesses to compete against larger organizations.
- **Effective Campaigns:**
  - Shorter is better because the online audience's attention span is short.
  - Publish your message everywhere (website, YouTube, social media) to ensure saturation.
  - Track the results (metrics and stats) to factor findings into future video endeavors.
- **Types of Marketing Videos:**
  - Brand videos: Build awareness of your company's mission and products.
  - Demo videos: Show how your product works.
  - Explanation videos: Help the audience understand why they need your services.
  - Testimonials/Case Studies: Have satisfied customers tell their stories on video.

### **2. Customer Relationship Management (CRM)**

- **Function:** CRM provides statistical data about customers' likes, dislikes, purchase history, age, and gender. This personal data is used to target specific customers with specific items they are likely to have an interest in.
- **Digital Personalization:** Using CRM to create databases allows you to approach customers in a one-to-one digital campaign.
  - It allows the use of their preferences to make suggestions on their social networking sites.
  - You can send emails that personally suggest products based on a previous purchase.

- **Satisfaction Guaranteed: CRM applications can track customer service calls, what the customer liked or disliked, and what was done to satisfy the customer.**