

# MARKETING jargon



## SELECTED TERMS EXPLAINED

### **1a. Customer relationship management is defined as: -**

*“A discipline in marketing combining database and computer technology with customer service and marketing communications. Customer relationship management (or CRM) seeks to create more meaningful one-on-one communications with the customer by applying customer data (demographic, industry, buying history, etc.) to every communications vehicle. At the simplest level, this would include personalising e-mail or other communications with customer names. At a more complex level, CRM enables a company to produce a consistent, personalised marketing communication whether the customer sees an advert, visits a website, or calls customer service.”*

**Source: American Marketing Association**

### **1b. Relationship Marketing – the idea: -**

*“Building long term, trusting, ‘win-win’ relationships with customers, distributors, dealers and suppliers”*

**Source: Philip Kotler**

## **2. Learning Organisation**

*A term coined by Pedler and Burgoyne in the 90's to describe the concept of organisations as dynamic systems having capacities of self changing and the ability to develop and more optimally satisfy the needs of changing desires of stakeholders. This is described as “depending on the balance and connection of four processes – collective policy, group operations, individual action and individual thought”.*

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### **3. Part Time Marketers (PTM)**

*“The amateur or PTM influences customer relations and revenue without belonging to the marketing or sales department.”*

**Source: E. Gummesson**

### **4. A MATRIX organisational structure means: -**

*“A flexible set of project teams with members from different service areas that interact with a number of different contacts and levels within customers’ or prospective customers’ organisations based on the identified needs derived from relationship marketing activities (see above).”*

**Source: BIL**

*It can create issues at a people level due to the fact that those that are part of specific project based teams might report to both a functional and a project or divisional manager.*

### **5. Communications strategies**

**CORPORATE** – Profile building.

**PULL** - Encouraging potential and existing customers to demand Pixel Power’s products and services

**PUSH** - Motivating intermediaries to promote Pixel Power’s products and services to customers

### **6. Market Orientation**

*An organisational culture where beating the competition through the creation of superior customer value is the paramount objective throughout the business. Key elements of this are: - Oriented towards customer, alert to competitive situation, co-operation between functions, emphasis on profit, not turnover, responsiveness to changes*

**Source: Nigel Piercy**

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