Future of Customer Engagement Through Marketing Intelligence

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

In the competitive world of contemporary business, the challenge of developing marketing strategies that bridge the gap between traditional and innovative techniques has become more critical than ever. As marketing shifts between physical and digital realms, companies grapple with the central question of how to navigate this evolution successfully. The key lies in data – the linchpin that can unravel vital problems in modern marketing. The need for sustainable and effective marketing strategies permeates all sectors, emphasizing the urgency for businesses to combine traditional methods with innovative approaches, such as harnessing alternative data and leveraging AI-based solutions.

Future of Customer Engagement Through Marketing Intelligence emerges as a compelling solution to the pressing challenges faced by businesses in this transformative landscape. It offers a step-by-step roadmap, guiding readers on how market intelligence can utilize data and transform it into actionable insights. By emphasizing the crucial role of data in crafting great marketing strategies, the book advocates for a deep understanding of market-supported content and factual data. It asserts that marketing intelligence, encompassing data collection, analysis, and strategic utilization, is the key to becoming customer-centric, understanding market demands, and gaining a competitive advantage.

Designed with a comprehensive and practical approach, the book's objectives align with addressing the emerging trends and challenges in customer engagement driven by marketing intelligence. It caters to a diverse audience, including marketing professionals, data analysts, business leaders, academics, researchers, consultants, technology developers, and policymakers. By delving into various topics, from AI-driven customer experiences to the application of advanced technologies like text mining and blockchain, the book serves as a valuable resource for navigating the evolving landscape of customer engagement and marketing intelligence. Ultimately, it stands as a beacon, illuminating the path toward sustainable and responsible customer engagement strategies in the ever-evolving world of marketing.

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Topics Covered:

- Artificial Intelligence
- Business to Business Marketing
- Blockchain
- Business Intelligence
- Competitive Advantage
- Consumer Behavior
- Customer Decision-Making
- Customer Experiences
- Digital Transformation
- E-Commerce
- Emotional Intelligence
- Industry 4.0
- Internet of Things (IoT)

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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