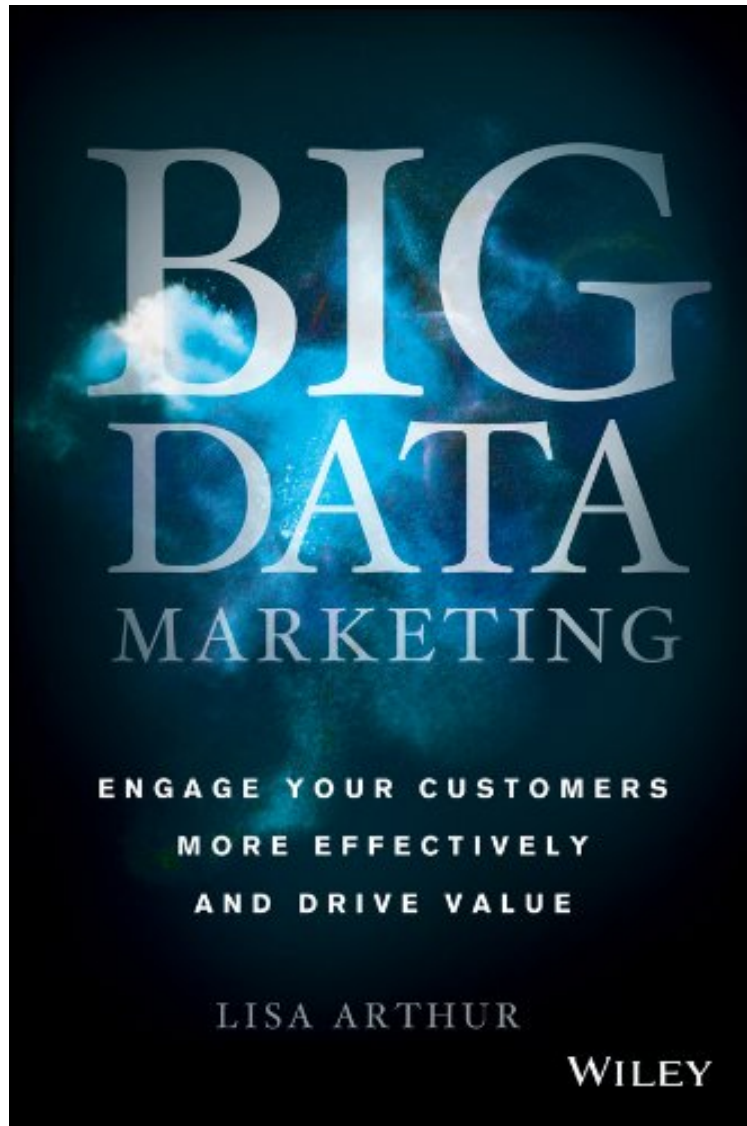


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Big Data Marketing: Engage Your Customers More Effectively and Drive Value

Lisa Arthur

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1 of 1 people found the following review helpful. Excellent Resource!By SGPGreat overview of an incredibly complex topic. If you are trying to utilize data in your marketing practices and need a place to start, this book spells out why and how your organization should take steps toward achieving that goal. Her definitions cut through the

industry jargon and the best practices she outlines present pragmatic, actionable steps to break down internal silos and get people on board and talking the same language. I read through the book once and now find myself referring back to it often whenever I am looking for the right terminology, job descriptions, or other resources. Include this book in your digital marketing library. 0 of 0 people found the following review helpful. Good for what to do, not much on how to do it. By Russell Savage This book is a good place to start when someone says "we need big data" but other than a few lists, there isn't anything concrete. Basically it is a big book of what to do but has very little of the how. Quick read though, you can do it in a weekend. 3 of 3 people found the following review helpful. Clear explanation with lots of examples - new ideas. By Craig Saphin Clear explanation with lots of examples - new ideas - ideal to start the discussion in your organisation when you are considering increased collaboration between the IT and Marketing divisions.

Leverage big data insights to improve customer experiences and insure business success Many of today's businesses find themselves caught in a snarl of internal data, paralyzed by internal silos, and executing antiquated marketing approaches. As a result, consumers are losing patience, shareholders are clamoring for growth and differentiation, and marketers are left struggling to untangle the massive mess. Big Data Marketing provides a strategic road map for executives who want to clear the chaos and start driving competitive advantage and top line growth. Using real-world examples, non-technical language, additional downloadable resources, and a healthy dose of humor, Big Data Marketing will help you discover the remedy offered by data-driven marketing. Explains how marketers can use data to learn what they need to know Details strategies to drive marketing relevance and Return On Marketing Investment (ROMI) Provides a five-step approach in the journey to a more data-driven marketing organization Author Lisa Arthur, the Chief Marketing Officer for Teradata Applications, the leader in integrated marketing software, meets with thousands of CMOs and marketing professionals annually through public speaking and events Big Data Marketing reveals patterns in your customers' behavior and proven ways to elevate customer experiences. Leverage these insights to insure your business's success.

From the Inside Flap Many of today's businesses find themselves caught in a snarl of internal data, paralyzed by internal silos, and executing antiquated marketing approaches. As a result, consumers are losing patience, shareholders are clamoring for growth and differentiation, and marketers are left struggling to untangle the massive mess. Meanwhile, valuable information about consumer preferences continues to accumulate and overwhelm decision makers. It's time to tame the beast named Big Data. Big Data Marketing provides a strategic road map for executives who want to clear the chaos and start driving competitive advantage and top line growth. Using real-world examples, non-technical language, additional downloadable resources, and a healthy dose of humor, Big Data Marketing will help you discover the remedy offered by data-driven marketing with a five-step plan for tackling big data insights. You'll discover: How marketers can use data to learn what they need to know How to make metrics your mantra The five fundamental components of a successful strategy Strategies to drive marketing relevance and Return On Marketing Investment (ROMI) Approaches to managing marketing spend; a company's largest variable expenditure How to drive value through relevant marketing Proven ways to elevate customer experiences Learn how to better understand the market and advance your overall strategy and marketing techniques. Big Data Marketing reveals patterns in your customers' behavior and proven ways to elevate customer experiences. Leverage these insights to ensure your business's success. From the Back Cover PRAISE FOR BIG DATA MARKETING "There is both an organizational and an individual imperative for reading this book, internalizing its lessons, and continuing the pursuit of data-driven marketing." From the Foreword by TOM DAVENPORT, Visiting Professor at Harvard Business School, Distinguished Professor at Babson College, Director of Research at the International Institute for Analytics, and Senior Advisor to Deloitte Analytics. "Lisa Arthur has been an excellent CMO for a long time. Which is why if you're in marketing or in technology or like to read, this is a book you can't miss. She takes a difficult subject; big data; and not only explains it in terms that you can understand, but gives you a practical guide to using big data to gain insights that are valuable to marketers in any area of business. So, stop reading the back cover (and the inside cover) and buy this book and read it cover-to-cover. It is SO worth it." PAUL GREENBERG, author, CRM at the Speed of Light, Fourth Edition, CRM magazine, CRM Hall of Fame Honoree, and ZDNet blogger. "Big Data Marketing is a must-read for any business professional who works in or with marketing and is interested in improving its impact through either internal or external initiatives." RANJAY GULATI, Jaime and Josefina Chua Tiampo Professor of Business Administration; Unit Head, Organizational Behavior; Chair, Advanced Management Program, Harvard Business School "As a former marketing executive, I understand how important the customer experience is. Big Data Marketing, written by CMO Lisa Arthur, gives the C-Suite and their teams a roadmap and examples of how marketing can use that for their companies to leverage better data, improve go-to-market approaches, and ultimately engage customers more effectively." PORTER GALE, former VP of Marketing of Virgin America, author of Your Network Is Your Net Worth "Lisa's unbridled passion for her customers and for marketing done right shines through as she makes a cogent argument for the best ways to apply big data to marketing challenges. Lisa doesn't just preach

the importance of big data, she illustrates sound principles with solid case studies and examples. A must-read for today's marketing professional." DR. JEFF TANNER; PHD, Professor of Marketing and Director, Baylor Business Research Collaborative, Hankamer School of Business, Baylor University. About the Author LISA ARTHUR is the Chief Marketing Officer for Teradata Applications, an integrated marketing software company. Teradata Applications provides consumer (B2C) and business-to-business (B2B) marketers with software applications and consulting to help navigate change. As the Chief Marketing Officer for Teradata Applications, Lisa serves as an industry thought leader driving Integrated Marketing Management (IMM) applications for Teradata Corporation (NYSE: TDC), the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. In her role, Arthur drives global business, market, and brand strategy and meets with thousands of CMOs and marketing professionals annually through public speaking and events.