Libya International Medical University
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One To One Marketing STRATEGY

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One To One Marketing Strategy:

- A marketing strategy applied directly to a specific consumer
- having knowledge of the consumer’s preference enables suggesting specific products and promotion to each consumer

It is based on four main steps:

A. Identify
B. Differentiate
C. Interact
D. Customize
Why One To One?

- It helps in identifying your customers.
- It helps in differentiating your customers.
- It’s a leading indicator of consumer repurchase intention and loyalty.
- It reduces customer churn, customer attrition.
- It increases customer lifetime value.
- It reduces negative word of mouth.
- It helps to retain customers increased cross selling.
- Higher levels of customer satisfaction.
Reference:

Thank You So Much!