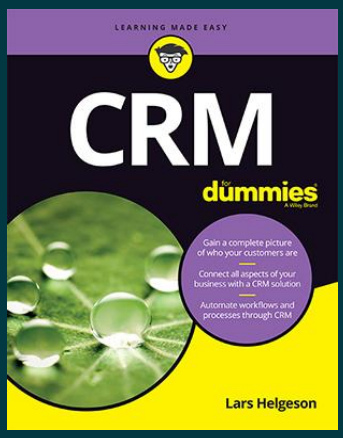
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CRM For Dummies

By Lars Helgeson

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Description

CRM For Dummies is the small business leader's guide to managing customer interactions. Customer relationship management is a critical part of any business, and it encompasses everything from business strategy and HR to sales, marketing, events, and more. Solutions exist for businesses of any size, but how do you know which one is right for you? What features do you need? Do you have the people and processes in place to get the most out of whichever one you choose? This book is designed to help business leaders better understand effective CRM and identify the right solution for their business—but it's about much more than software; effective CRM requires appropriate team structures, intradepartmental collaboration, and process efficiency.

About the Author

Lars Helgeson

Lars Helgeson is a sales and marketing technology pioneer. In 2011

Table of Contents

Introduction

About This Book

Icons Used in This Book

Where to Go from Here

Part 1: Laying the CRM Foundation

Chapter 1: Embarking on Your Journey to Complete CRM

- Bringing the R in CRM to the Forefront
- Extending CRM to Your Entire Business
- Knowing the Buzzwords
- Using Strategies and Tactics
- Finding Your Success with Complete CRM

Chapter 2: Gearing Up Internally for CRM

- Overcoming Resistance to Change
- Encouraging and Facilitating Innovation and Collaboration
- Creating a Consistent and Effective Brand Communication Strategy
- Working with the Gatekeepers in IT

- Adopting a Data-Driven Mindset
- Applying Your Culture to CRM

Chapter 3: Choosing the Best Software

- Choosing between Software as a Service (SaaS) or On-Premise
- Evaluating Software Vendors
- Testing CRM Software
- Making the Final Decision
- Educating Users on Responsibility
- Installing the Right Data Security Tools
- Training Your Staff

Part 2: Setting Up Yourself for Success

Chapter 4: Organizing Your CRM through Segments and Personas

- Segmenting Your Market
- Identifying Buyer Personas
- Developing Your Best Brand
- Testing Your Brand
- Delivering the Right Content
- Avoiding Content Saturation

Chapter 5: Creating Story Arcs and Buyer Journeys with CRM

- Building Brand Awareness
- Improving Brand Perception
- Making the Best Contact the First Time
- Qualifying Leads
- Getting Your Leads into Your Funnel
- Using Workflows to Engage with Your Customers
- Designing Workflows
- Closing Leads with Effective Process
- Using Opportunities versus Consumer Sales Funnels
- Implementing Process Abandonment
- Following Up after the Sale

Chapter 6: Defining Process and Your Data Model

- Applying Management by Walking Around
- Outlining Key Areas
- Moving from Whiteboard to CRM
- Defining Contact Data Fields
- Scoring Your Leads and Clients

Part 3: Implementing Your CRM

Chapter 7: Setting Up Your CRM Elements

- Contact versus Account-Based CRM
- Defining Users and Their Roles

- Using a Group-Centric Architecture
- Setting Up Custom Data Fields
- Storing Files
- Signing Documents Automatically
- Bridging Your Online Store and Your CRM
- Integrating Billing, Quotes, and Invoices
- Connecting Legacy and Related Software
- Importing Leads by File

Chapter 8: Capturing Leads to Build Your CRM Database

- Finding the Best Lead Capture Methods
- Buying Leads from Third Parties
- Bringing Leads in with Your Website
- Tracking Sources with Campaign IDs
- Deploying Signup Forms
- Deploying Ticketing Forms
- Appending Data
- Building Automation into Forms

Chapter 9: Capturing Leads with Other Methods

- Interacting with Chat
- Interacting via SMS/MMS
- Interacting over the Phone
- Meeting over Web Conference
- Interacting over Social Media
- Meeting Leads in Real Life
- Integrating Inbound Leads through Zapier

Chapter 10: Communicating Effectively with Email

- Avoiding Spam
- Adhering to Legal Requirements
- Employing SPF and DKIM
- Choosing the Right Email Service Provider
- Managing Your Lists
- Gathering New Leads
- Designing Emails That Work
- Tracking Email Marketing Campaigns
- Personalizing Your Messages
- Triggering Email from Actions

Chapter 11: Joining the Marketing Automation Revolution

- Defining Automation
- Designing Your Campaigns
- Setting Up Triggers
- Encouraging Leads to Activate Triggers
- Automating Workflows around Lead Scoring

- Designing Workflows

Chapter 12: Managing Your Knowledge Base in Your CRM

- Knowing What to Put in Your Knowledge Base
- Building Access Levels for Information
- Structuring Knowledge for Internal Consumption
- Sharing Knowledge with Leads and Clients

Chapter 13: Managing Projects with Your CRM

- Setting Up a Project
- Leading Your Project Team
- Measuring Important Metrics for Your Team
- Tracking resource utilization
- Viewing overdue tasks
- Budgeting projects and tasks

Chapter 14: Managing Events with Your CRM

- Bringing People to Your Brand
- Driving awareness with events
- Educating leads and clients through conferences
- Hosting Events
- Establishing benefits of membership
- Matching attendees by interests
- Setting Up Registration Options
- Determining what to ask for
- Using logic to show only relevant options
- Automating Responses and Follow-Ups
- Connecting with Calendars

Part 4: Analytics and Improvement

Chapter 15: Measuring Business Performance with CRM

- Constructing Funnels
- Tracking sales progress with conversions
- Defining the stages of a conversion
- Measuring time and dropout rates for each stage
- Activating workflows for stages
- Analyzing Website Visitors
- Measuring unique visitors and page views
- Tracking referral sources
- Measuring bounce rate
- Keeping a tally on devices that visit your website
- Watching where your visitors come from
- Measuring time on site
- Analyzing individual pages
- Comparing your website properties

- Comparing and contrasting campaign performance
- A/B Webpage Testing
- Setting up split percentages
- Determining the best criteria for a split
- Adjusting split percentages automatically
- Managing Affiliates
- Connecting campaigns to affiliate codes
- Defining tiers for payment
- Measuring Email Marketing
- Watching read and click rates over time
- Comparing performance to benchmarks
- Measuring conversions from email campaigns
- Tracking Social Media
- Measuring impressions and actions
- Calculating influence and lead qualification
- Taking a Global View

Chapter 16: Gathering Feedback and Supporting Customers

- Sending Surveys
- Applying surveys to the right situations
- Developing the questions people answer
- Building logic into survey structure
- Scoring survey responses
- Triggering workflows from surveys
- Connecting survey responses to your CRM
- Supporting Clients with Ticketing Forms
- Posting forms on your website for customer service
- Automation with ticket forms
- Setting standards and goals for your support team
- Measuring important metrics
- Chatting with Leads and Clients

Chapter 17: Using Analytics the Right Way

- Defining Your Key Performance Indicators
- Knowing what to measure and why
- Setting reasonable standards
- Reporting your KPIs
- Developing policies for exceeding standards or failing to meet them
- Sharing performance with investors and employees
- Analyzing Your Website Traffic
- Assessing SEO and PPC performance
- Comparing campaigns and their impact
- Scoring Your Leads and Clients
- Predictive Analytics
- Building a data model from behavior

- Applying your predictive model to leads
- Applying your predictive model to your business model
- Sharpening your team’s skills

Part 5: The Part of Tens

Chapter 18: Ten Top-Notch Software Review Websites

- Expert Market
- G2 Crowd
- SaaSGenius
- GetApp
- Technology Advice
- Software Advice
- Capterra
- Finances Online
- TrustRadius
- Marketing Automation Club

Chapter 19: Ten Common CRM Mistakes

- Not Getting Buy In from Your Team
- Believing CRM Is about Software
- Not Doing Your Homework First
- Not Listening to Expert Advice
- Not Going through Vendor Software Training
- Not Setting Up DKIM and SPF
- Buying Lists
- Relying Only on Cold Calling
- Not Journey Mapping First
- Focusing on One Requirement

Appendix A: CRM Decision Matrix

Appendix B: Self-Assessment

Index

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