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[Drilling Down: Turning Customer Data into Profits with a Spreadsheet](#) Jim Novo,2004-06-18 I spend a lot of time in marketing oriented discussion lists If you do you probably also sense the incredible frustration of people who keep asking about using their customer data to retain customers and increase profits Everybody knows they should be doing it but can t find out how to do it Consultants and agencies make this process sound like some kind of black magic something you can t possibly do yourself I disagree I think the average business owner can do a perfectly decent job creating profiles and using them to retain customers and drive profits Thus the book The examples provided are Internet specific but the methods can be used in any business where customer data is available This book is about the down and dirty nitty gritty art of taking chunks of data generated by your customers and making sense of it getting it to speak to you creating insight into what types of marketing or general business actions you can take to make your business more profitable We ll be talking about action oriented ideas you can generate on your own to drive sales and profits ideas that will reveal themselves by analyzing your own customer data using only a spreadsheet We have all heard how important it is to collect customer data to know your customer What I don t hear much about is what exactly you DO with all that data once you have collected it How is it used What exactly is Drilling Down into the data supposed to tell me and what am I looking for when I get there For that matter what data should I be collecting and how will I use it when I have it And how much is this process going to cost me The following list outlines what you will learn and be able to do after reading the Drilling Down book What data is important to collect about a customer and what data is not How to create action oriented customer profiles with an Excel spreadsheet How to use these profiles to plan marketing promotions How to use these profiles to define the future value of your customers How to use these profiles to measure the general health of your business How to use these profiles to encourage customers to do what you want them to How to predict when a customer is about to defect and leave you How to increase your profits while decreasing your marketing costs How to design high ROI Return on Investment marketing promotions How to blow away investors with predictions of the future profitability of your business

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Don'ts and how to take orders and ship them Finally it will cover the essentials of marketing and promoting their new business The book is organized in such a way that the reader can quickly find a topic and get the information they need to set up their own online business "Code of Massachusetts regulations, 2004" ,2004 Archival snapshot of entire looseleaf Code of Massachusetts Regulations held by the Social Law Library of Massachusetts as of January 2020 **"Code of Massachusetts regulations, 1998"** ,1998 Archival snapshot of entire looseleaf Code of Massachusetts Regulations held by the Social Law Library of Massachusetts as of January 2020 **The Power of Scarcity: Leveraging Urgency and Demand to Influence Customer Decisions** Mindy Weinstein,2022-11-08 Drive revenue and grow your business by using the powerful concept of scarcity Scarcity isn't just one of the key principles of influence it's arguably the most powerful invoking the kind of primal instincts that were essential to our ancestors survival It's also the explanation for why in the mid 1990's 29 99 Tickle Me Elmo dolls were being scalped for 7 000 apiece And yet for all its power scarcity is a principle that's little understood even as it's frequently employed in sales and marketing campaigns Research on scarcity is published mainly in academic journals not easily accessible to the mainstream public and often written from an economic rather than psychological point of view In **The Power of Scarcity** Dr Mindy Weinstein leverages her deep expertise in both marketing and psychology to reveal how this influence principle can be used to boost sales win negotiations spark action develop community build customer loyalty and more As a digital marketer and doctor of philosophy in psychology she brings both practical and academic insights to explain the psychology behind scarcity why it has such an immense impact on decision making and how used correctly and ethically it can influence the people who buy your products or services In these pages you'll gain a deeper understanding of why and how scarcity works in business and specifically how different types of scarcity messages supply related demand related time related or limited edition affect our brains You'll see it in action from multiple perspectives through case studies research findings and eye opening interviews with current and former executives from brands that include McDonald's Harry David and 1 800 Flowers as well as real life customers firsthand experiences For anyone involved in sales and marketing today **The Power of Scarcity** is a rare find combining the best research on the subject as well as hands on tactical ways to apply the psychology behind it to knowledgeably harness that power to bolster your business

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