Chapter 4 Customer Relationship Management & Fan Analytics

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|  | **Concept** | **Definition** |
| 1 | Problems with personal databases (5) |  |
| 2 | CRM definition (CRM Resource and Guide, 2015) |  |
| 3 | Database |  |
| 4 | Most common CRM tools (2) |  |
| 5 | Archtics |  |
| 6 | Common Email platforms (3) |  |
| 7 | Important items for CRM to track (6) |  |
| 8 | How to grow the database (6) |  |
| 9 | Goal of data collection |  |
| 10 | Target campaigns |  |
| 11 | Campaign criteria (4) |  |
| 12 | Campaign case study criteria and method |  |
| 13 | Campaign case study results |  |
| 14 | Benefits of CRM (4) |  |