



➤ Advertisement

Grandpa said that advertisement is just like catching fish with the net. You had devoted great efforts and caught a lot of fish and then sold out all of them.

➤ Promotion

Grandpa said that promotion is just like fishing. You had used the best bait to catch a lot of fish and then sold out all of them.

➤ CRM

Grandpa said that just like fishing in a place where there is lots of fish, you had used the best bait to catch a lot of fish. Then you cloned the fish that you had caught and finally sold out it. The cloned fish will be respectively put into the different ponds according to the size. The small fish will grow bigger and the big fish will produce the small ones.

Compare the Advantages and Disadvantages between Traditional Channel and CRM

Channel	Marketing Vehicles	Advantages	Disadvantages
Digital Marketing	Attract the target consumers to the website and develop the unified advertising campaign, promotion, interactive activities and word-of-mouth marketing at brand club, community or club.	<ol style="list-style-type: none"> 1. Compared with traditional channel, the cost is low, the risk is small, and the profit is high. 2. It covers whole China, and makes up for the low coverage of entity store. 3. It can fully utilize the third-party logistics to optimize the logistics and capital flow. 4. The white-collar can't leave the internet during the work, and they are the main force of the online shopping. 5. The price is lowest at the same quality and the quality is the best at the same price. 6. The e-commerce website can reach more new consumers while providing the service of 7x24 hours. 7. The product line on e-commerce site is complete, while it can provide the full range of brand interactive experience. 8. A lot of streaming media of the dynamic brand advertisement can be presented to attract the target consumer group. 9. Retailer's purchase, sales and inventory data should be grasped in real-time and the production should be depended on the sales. 10. Build the consumer database and develop the new products by distributing the samples and learning about the consumers' preference. 	<p>The modern marketing has a stringent requirement of marketing tools and capabilities to enterprises:</p> <ol style="list-style-type: none"> 1. To have the ability of building e-commerce platforms and do the operations. 2. To have the web analytics tools optimizing capability. 3. To have the community and club marketing capability. 4. To have the word-of-mouth marketing capability.
Digital Marketing + CRM	Ditto, and conduct 1to1 marketing to stimulate the 2 nd purchase.	<p>Besides the above advantages, it has other advantages as follows:</p> <ol style="list-style-type: none"> 1. Membership Points Rewards: To send the campaign message to target consumers and provide them with personalized products and services. The membership system can greatly enhance the consumers' sense of belonging. 2. Multi-channel sales can provide the convenience in purchasing: they are mainly e-commerce, telephone sales and catalog sales. 3. Strong supply chain: the efficient supply chain system can ensure the effective inventory and the timely and accurate delivery. 4. Dimensional marketing: To make full use of the promotional vehicles, such as TV ads, newspaper ads and automobile body ads and so on, to improve the brand awareness rapidly. 	<p>Ditto, and</p> <ol style="list-style-type: none"> 1. Must collect the existing customer's email, home phone, address and other contact information. 2. Have the capability of building customer RFM model, customer segmentation and promotional response model. 3. Have the ability to use the CRM tools and campaign tracking tools.

