

## **--FOR IMMEDIATE RELEASE--**

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**Marketing Experts E.J. van Bel, Ed Sander and Alan Weber Provide the Answers to the Eternal Marketing Questions with the EDM Handbook.**

(Chicago, IL )--Marketing experts Egbert Jan van Bel, Ed sander and Alan Weber have just written *Follow That Customer: The Event-Driven Marketing Handbook* (Chicago: Racom Books, ISBN 1-933199-26-9; 2010; 242 pages, hardcover; \$39.95) to answer one of the eternal marketing challenges: trying to predict and anticipate customer or prospect buying behavior. Van Bel and Sander have been Netherlands-based marketing teachers, speakers and marketing consultants to marketing organization all over the world for the past thirty years. Weber, president of Data to Strategy Group, is author of two previous books (*Desktop Database Marketing* and *Data-Driven Business Models*). He also is an adjunct faculty member at the University of Missouri/Kansas City and the University of Kansas.

*Follow That Customer!* is the first complete handbook of EDM. It covers everything from theory to process management to profitability calculations, database analyses and legislation. In addition it has seven real-world cases that bring EDM concepts to life. Also included is an Introduction by database marketing guru Arthur Middleton Hughes. *Follow That Customer!* is a must-read for any manager, marketer or entrepreneur who wants to be more relevant, productive, and successful.

For as long as there has been commerce, sellers have tried to predict what people, and their customers in particular, wanted to buy. That's what made the early direct mailers of the 19<sup>th</sup> century so revolutionary. Salespeople had always kept track of individual customer preferences. But now here was the ability to track and identify customer preferences on a mass scale. Then came the database and CRM revolutions. Database marketing and predictive modeling have made it possible to make the right offer to the right customer.

This book is about the next revolution. Event-Driven Marketing (EDM) adds the important dimension of the right time to traditional direct and database marketing. Marketers now have the ability to make that right offer to that right customer at the right time--at exactly the moment that customer develops a need for your product or service. The result is the same as each of the preceding revolutions: increased response and conversion rates and improved profitability of marketing investments.

For more information, visit [www.followthatcustomer.com](http://www.followthatcustomer.com)

## **Testimonials**

Expert Praise for *Follow That Customer!*

From the Preface

This valuable book should be on the bookshelf of the marketing staff of every significant company in America or Europe. Those following its lessons will earn millions of dollars in profit for their companies as well as make their customers happy.

**Arthur Middleton Hughes**  
**Author, *Successful Email Marketing Strategies***

To me Event Driven Marketing (EDM) is the ultimate marketing machine.

**A.J. Nyhuis**  
**Program and Change Manager**  
**ING Bank**

Event-driven marketing is about future behavior. ... You'll find out about the changes you need to make to exploit this marketing phenomenon.

**Ray Schultz**  
**Former editor of *DM News* and *Direct***  
**President, TellAllmarketing**

...an excellent contribution to the literature on marketing and not to be missed!

**Alastair Tempest**  
**Director General**  
**FEDMA**

...the next step in the evolution of direct marketing... Wonderfully readable, yet concise and focused. Great information for direct marketers wanting to move to the next level.

**Don E. Schultz**  
**President, Agora**  
**Emeritus, The Medill School, Northwestern University**

... a unique travel guide to follow your customer's journeys.

**Wil Wurtz, Director**  
**CRM Association The Netherlands**

EDM takes direct marketing beyond the world of traditional campaigning and into the more complex—and more effective—world of managing ongoing customer relationships. I particularly appreciate the authors' inclusion of several useful methods for measuring the ROI on multi-touch programs.

**Ruth P. Stevens**  
**President, eMarketing Strategy**  
**Adjunct professor, Columbia University School of Business**

# **Contents**

## **Preface by Arthur Middleton Hughes**

### **Chapter 1: A New Day Marketing**

- The Roots of Event-Driven Marketing
- EDM and Direct Marketing: Important Distinctions
- EDM Prospecting
- Other EDM-Related Concepts
- Segmentation: Old and New
- Taking the Event-Driven Approach

### **Case 1: Birthday Clubs**

### **Chapter 2: Customer-Related Terminology and Marketing Myopia**

- Market Segmentation: From Old Economy to New?
- Put Down That Scatter Gun
- Viewing from the Customer's Point of View
- "Stuff" and Self-Image
- Sales Funnel
- Regulars, Buyers, and Tryers

### **Chapter 3: The EDM Quadrant**

- From Internal Planning to Customer-Oriented Supply
- Event-Driven Marketing: Choosing the Right Moment
- Key Roles in the Marketing Process
- The EDM Quadrant
- Time versus Predictability
- EDM in Mobile Telephony
- Events in Mobile Telephony

### **Chapter 4: Process Management and the Implementation of Event-Driven Marketing**

- The Customer Comes First
- Marketing and IT Merge
- The FBC Formula: Faster, Better, Cheaper
- Keep IT Simple...
- The Customer: In the Driver's Seat
- Campaign Management and the Event-Driven Marketing Cycle
- EDM Execution
- The Impact of EDM Execution

### **Case 2: Folksam's Moving Birds**

### **Case 3: Product-Phase Event-Driven Contact Strategies**

## **Chapter 5: Loyalty Versus Retention**

- The Goal of Marketing
- The Focus of Marketing
- Loyal People Don't Exist, So Neither Do Loyal Customers
- Loyalty and Switching Costs
- About Retention
- What Is Churn, and What Is Its Significance?
- Loyalty Versus Retention
- Don't Give the Customer a Reason to Leave
- Loyalty and Branding
- Organizing a Customer Retention Strategy
- Survival of the Fittest

## **Case 4: EDM in Fast-Moving Consumer Goods and Baby Care**

### **Chapter 6: Customer Value and Profitability**

- The Elements of Customer Value: Acquisition, Development, and Retention
- Five Methods for Calculating Profitability
- Types of Evaluations
- Method 1: Understanding Break-even Technical Terms
- Method 2: Understanding Profitability by Campaign
- Method 3: Understanding Profitability of Multistep Campaigns
- Method 4: Understanding Lifetime Value
- Method 5: Understanding Payback Period

## **Case 5: Event-Driven Marketing for Premium Pet Food**

### **Chapter 7: CRM, Databases, and Marketing Information**

- Data Warehouses
- Logic, Matching, and Understanding
- Harmonizing Supply and Demand
- Information versus Data
- Useless Information
- Database Marketing and Data Mining
- Analyzing Data
- Analysis: From Theory to Practice
- Database Analysis Techniques
- Formulating Analytical Objectives

## **Case 6: Developing an Event-Driven Marketing Program**

### **Chapter 8: EDM and Legislation in the European Union**

- Introduction: Local Regulations
- Universal Principles: Transparency and Confidence
- European Directive Unification
- EDM and Awareness

Legal Information Requirements under the Data Protection Directive  
Absolute Right to Object  
Transborder Flow of Personal Data within the European Union  
Establishment of the Controller  
Transfer of Personal Data to Countries Outside the European Union  
Legal Information Requirements under the E-communications & Privacy Directive  
Use of Electronic Messages for Commercial Communication  
Channel Management: A Legal Necessity  
Channel Management Matrix  
Legal Information Requirements under the Distance Selling Directive  
EDM-related Directive: the Unfair Commercial Practices Directive Development:  
Event-Forbidden Marketing  
Transborder Event-driven Marketing: Good Taste and Decency  
Forthcoming Event: Revisions and Discussions  
The History of Legislation for Direct Marketing

## **Chapter 9: Legislation in the United States**

Introduction  
US and European Law Briefly Compared  
Industry and Media-Specific Legislation  
Consumer Credit Information  
Information Notices by Financial Institutions  
Protected Health Information  
Media Channels  
Telephone, Mobile, SMS, Fax  
E-mail  
Direct Mail  
Enforcement and Conclusion

## **Appendix 1: Tips and Checklists**

## **Appendix 2: ROI Cases**

## **Testimonials**