



CustomerMining

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www.customermining.com

CustomerMining Overview

CustomerMining provides marketing consulting services, which enable businesses to reach their target customers. CustomerMining combines business savvy, effective media planning and marketing expertise to plan, implement, track and analyze your customer marketing programs.

Services

Marketing Strategy

Market Research

Sales Lead Generation Direct Response Programs Media Planning

Website Optimization Programs PPC/CPC Program Management Marketing Program Analysis

Marketing Strategy

CustomerMining works with companies to define objectives and strategies to generate customer awareness, acquisition and sales. The most successful marketing programs are an integration of messages and creative across all mediums. CustomerMining specializes in building a comprehensive marketing strategy across mediums, a customer response program, actionable reporting and analysis.

Our customer base provides us with real time response rates on current marketing programs. So we can leverage trends from other client programs as well as industry best practices to deliver campaigns that drive higher ROI.

Market Research

Our services include researching industries, competitors and markets to focus on your target customer.

Research options: Customer surveys, testimonials, pre/post awareness marketing program research, size of market or industry research, etc.

Sales Lead Generation and Management

CustomerMining has the expertise to growth your sales through direct response programs such as direct mail and email marketing. Utilizing your customer list or prospects lists, we provide programs that deliver your product and company messages directly to your target customer.

Our lead generation programs start with understanding the sales cycle and drivers to conversions. We plan and implement campaigns that complete the sales cycles from awareness, education, engagement and conversion with your existing CRM systems or custom build programs to grow your sales pipeline.

Direct Response Programs

CustomerMining handles email, direct mail and online media programs that drive direct response to your call centers, websites and sales groups. We have the expertise to plan and implement programs that drive attendance to live and hosted events, registrations for whitepapers or calls directly to your resellers or company.

Customer engagement is a focus of CustomerMining. We work with clients that have their own in-house CRM systems or need a custom solution. We can build a customer path with direct or email programs that connect with your prospects and customers at each stage.



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Media Planning

CustomerMining media research, strategy, and planning covers all mediums: online, print, broadcast and out-of-home. Program recommendations are based on the medium that best delivers the campaign goals and objectives.

Media planning across mediums allows our clients the flexibility to utilize all medium to reach efficiencies and coverage. If budgets don't allow for an effective frequency, we utilize the other mediums offered by the target publication to reach our goal. With larger and better funded competitors in the market segment, we know how to deliver a high impact campaign that levels the playing field.

Our media services include campaign strategy and planning that includes calls to actions, customer path flow, and return-on-investment metrics. We also handle manage of creative specifications, delivery, testing and ad serving (online) and proof of performance for all campaigns.

Search Engine Optimization

CustomerMining promotes sites through listings in directories, positioning on search engines, providing links from complementary sites, and other promotional strategies.

- Develop a website profile
- Analyze competitive keywords and search engine rankings
- Identify target search engines and directories based on website content, products and services
- Develop website program of meta descriptions and keywords
- Register and monitor search engine and directory submissions
- Customized reporting of status and ranking of website and keywords on search engine and directories
- Implementation of Google Analytics to validate SEO optimization

All programs include baseline research including site profile, competitive research, and full registration on SE/Directories

Cost Per Click Program Management

CustomerMining starts with keyword research, search volumes and the competitive environment to implement programs that drive prospect response. We manage, monitor and optimize your cost per click programs throughout the program. We have dedicated staff to optimize your CPC program on a daily basis. Monthly reporting can be included in the SEO report.

Monthly Management based on current ad budget.

* Management fees are based on ad campaigns and volume of keywords

Marketing Program Analysis

Reporting is customized to each client and integrates sales and other conversion data, such as registrations and information requests, to develop key performance metrics. Based on this ongoing performance data, recommendations and modifications regarding positioning, creative design, message content, environment and timing are continuously made to optimize a client's return on marketing spending.