

DATA BASIS FOR TARGET MARKETING

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Abstract. Marketing based on data bank represents an instrument for identifying the clients in an exact way and approaching them in a very individual manner. With the help of data basis, the service market must be accomplished in a rational way. The true online-marketing offers the client first the dialog and only then the service market.

As the result of studying the consumer's behavior and after making a market research, the firms often get to the conclusion that it is not possible, or desirable to try selling their products or services to all the potential clients. This may happen because the potential market is too big for the necessary resources. Or maybe the potential clients are spread on a geographical area that is too big. It may also happen because the clients' need for products or services vary too much. Under these circumstances, the firms must decide whom to address to and then to direct their products and services only to selected market segments and that are in their data basis.

The importance of the concept of target marketing has increased while the markets have increased and become more complex. At the same time with the market increasing, the competitors appear with differentiated offers of a unique model. This way appear differences between the preferences of some consumers. As a response to this differentiation, the firms adopt the differentiated marketing, producing different versions of the product that offers all the essential benefits of the original, but also other alternative characteristics that offer the consumers the possibility to choose..

The whole philosophy of the unique product marketing and differentiated products marketing consists in finding enough similitudes between consumers in order to be able to sell products that are addressed to a as large as possible market portion. The target marketing strategy implies a different approach. It consists in the idea that it is possible that different groups of clients often have different needs and can even want other essential benefits from the product or the service of the firm. Instead of trying to satisfy these groups with the same products or different versions of the same products, there are established complete marketing programmes that have to cover the needs of the members of the subgroups. The target marketing is an approach that concentrates not only on identifying the similitudes between the groups of consumers, but also on the differences between similar groups of consumers.

The data bases for marketing can be used in order to facilitate the more profound understanding of the markets, of the own position on these markets and of the activities of the competitors. The data bases concerning the clients and the market forecasts may be compiled and analysed so as to mirror the complete image of the relations between a firm and its clients. The integrated examination of this associated information can help a firm better understand the clients, segment the mass of consumers and better adapt the products and services offer to their requests. On a tactical superior plan, in the context when the clients become more and more sophisticated and exigent and the interpersonal relationships in the marketing field get a more and more accentuated importance, the

systems may be used for planning, inducing and monitoring the efficiency of the companies communicating with the clients, with the aim of becoming more personalized and more relevant.

Data banks (bases) partly represent today the background of the marketing activity, they tending to form its entire activity in the future. Marketing do not need only the data bank including information regarding the clients, but also many other relevant and easy to access information. The three main fields are the clients, service markets and the competitors. These must be described in detail. The “clients” field includes solicitors, buyers and target-groups, the latter being divided into: press, stockholders, financial analysts, organizations of consumers, authorities, consultants, independent agents, suppliers and employees. The field of the competitors may comprise clients, service market and organization with details referring to the personnel, agents and branch offices. The field “service market” may be subdivided in more categories of relevant information, important for the exterior, concerning the clients, but also from an internal point of view, for that user.

Marketing based on data bank represents an instrument for identifying the clients in an exact way and approaching them in a very individual manner. With the help of data basis, the service market must be accomplished in a rational way. The true online-marketing offers the client first the dialog and only then the service market.

A successful marketing based on data banks wants to sell a bigger quantity to some existent clients. Second, on the mature markets from today, this type of marketing has as an objective the increasing of the client’s level rather than the market level. With about 10% of the clients, a firm achieves 90% of the turnover. What is more natural than to endeavor next to that 10% of the clients and follow the adequate increasing, in terms of turnover and profit, of their absolute number?

The idea of the marketing based on data banks is as old as Informatics, the data bases being already used for a very long time. What firm does not have at its disposal a data basis referring to its clients, comprising addresses for sending information, letters, catalogues, informative booklets and invitations to different events? So, is everything like before? No, because meanwhile the context has completely changed. While at that time standard products were wanted, in the boom-period the demand being hardly satisfied, in the last 10 years the situation has considerably changed.

In the ‘80s has been registered a massive decrease of standard products demand. The clients were used to be able to choose from a rich pallet of offers, nourishing this way with the illusion of individuality. But, the number of products began increasing more quickly than the number of the new buyers. A supermarket from nowadays has a collection of products of about 20.000 products, namely 10 times more than in the stores from other times.

Not all the firms have the same benefits that result from the data banks marketing. This method proved to be viable only after the accomplishment of one or more of the following premise:

- Narrow, well defined market holes;
- Mature or run-down markets with a high competition;
- Different distribution channels;
- Knowing the local buying habits and their modifications, essential for logistics and production;
- The occasional buyers must be reactivated;
- Increased real acquisition costs;
- The profitability of each individual client must be known.

The data bank is not a solution itself, but a means. The data bank is a collection of data about the clients, solicitors and possible buyers. It includes individual data elements that can be condensed in order to form relevant information. The data elements come from different sources, internal or external sources; they can be easily manipulated and sorted out. The access to them must be simple and offer relevant conclusions.

The data basis regarding the clients being the central deposit of information about the actual or potential clients, it can have a series of different functions:

- Establishing the list of important clients. The data basis about the clients is, obviously, the entering point in the informational systems for sales and marketing information regarding all the potential clients.
- Eliminating the overlap and checking of the addresses. This function allows the identification of actual and potential clients where one or more information sources exist, the checking of the address being also accomplished. Because this data basis is the starting point of all the information regarding the potential clients, it is normal that the system is used for eliminating any data overlap or doubling.
- Forming the motivations and the behavioral dispositions. The data basis about the clients must contain all the demographic and behavioral information (e.g., the history of the buying document in a short form) regarding all the actual and potential clients, this being the best way of establishing the tendencies and annotating the results.
- The down-up segmentation of the market. The data basis regarding the clients may be structured so as to contain all the information necessary for primary and secondary segmentations of the market. All these data bases make the evaluation of the penetration of the particular market segments, of the selling opportunities by evaluating the individual behavior in the context of the segment and, at the same time, the direction of the marketing activity is possible.
- The complete history of the clients. The data providing system must collect resumes of all the contracts that the firm has with the actual and potential clients, in order to be transmitted to the data basis. This function grants the access of the whole personnel to all the data gathered about the clients.
- Reporting. The data basis regarding the clients is the central deposit for all the data about the clients, sales, and marketing activities and upon the markets in general. As a consequence, it can offer the performance reports asked by superior administration and marketing levels, especially those reports based especially on office data and less on external data, "from the ground".

The main advantage of a complex data basis regarding the clients is the fact that it offers a global view upon the relationships of the firm with a client or a group of clients. This global view allows a deeper understanding of the consumers' behavior and of the market in general, being a starting point for using these information with the aim of influencing the sales volume and the marketing activity.

A coherent vision that can help the whole personnel from the sales and marketing departments act starting from the same image upon the individual client or upon the groups of clients.

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