

Customer Management Strategies: Awareness to Retention

Marketing, Sales, Customer Service
Berlin (Germany)
06 - 10 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a target or focus. The overall image conveys a sense of strategy and partnership.

Customer Management Strategies: Awareness to Retention

Ref: 3086_133475 **Date:** 06 - 10 Oct 2025 **Location:** Berlin (Germany) **Fees:** 4200 **Euro**

Course Description

This comprehensive 5-day course equips professionals with advanced strategies for managing the entire customer lifecycle. Participants will learn to effectively attract, convert, and retain customers using proven techniques in customer relationship management CRM, data analysis, and personalized marketing. The course covers key aspects of customer awareness, acquisition, and retention strategies.

Learning Objectives

- Develop a deep understanding of the customer lifecycle and its stages
- Master techniques for increasing brand awareness and attracting potential customers
- Learn effective strategies for customer acquisition and conversion
- Implement data-driven retention strategies to maximize customer lifetime value
- Gain practical skills in using CRM tools and analytics for customer management

Course Modules

Day 1: Understanding the Customer Lifecycle

- Introduction to customer lifecycle management
- Stages of the customer journey
- Customer segmentation and profiling
- Aligning business goals with customer needs

Day 2: Building Brand Awareness

- Developing a strong brand identity
- Content marketing strategies for awareness
- Leveraging social media for brand visibility
- Measuring and optimizing awareness campaigns

Day 3: Customer Acquisition Strategies

- Lead generation techniques
- Conversion rate optimization
- Personalized marketing approaches
- Implementing effective sales funnels

A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board has a checkered pattern, and there are concentric circles in the background.

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Day 4: Customer Retention and Loyalty

- Developing customer retention programs
- Personalization and customer experience enhancement
- Loyalty programs and incentives
- Proactive customer service strategies

Day 5: Data-Driven Customer Management

- CRM systems and their applications
- Customer data analysis and insights
- Predictive analytics for customer behavior
- Measuring and improving customer lifetime value

Practical Wins for Participants

- Create a comprehensive customer lifecycle management plan
- Develop a data-driven customer acquisition strategy
- Design an effective customer retention program
- Implement CRM best practices for improved customer relationships

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