

Eight Keys to Marketing Success in 2009



Experian Marketing Services offers customer engagement strategies to help marketers stay competitive in today's tough economy

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Experian Marketing Services' recent white paper, "Marketing success in 2009: eight smart customer engagement strategies," offers marketers ideas on how to better engage consumers and empower them to become loyal customers and brand champions. By following these strategies, marketers can best position themselves to turn 2009's economic challenges into tangible successes. Several of the strategies covered include:

- Utilizing customer lifetime value metrics to drive business strategy
- Maximizing the marketing mix through a balance of online and offline programs
- Re-engaging lost customers to drive revenue
- Using social networking to inspire brand ambassadors

To download a copy of "Marketing success in 2009: eight smart customer engagement strategies," visit http://experianmarketingservices.com/register_marketingssuccess2009.php. To learn more about Experian's products and services, visit <http://www.experianmarketingservices.com>.

About Experian

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Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

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For more information, visit www.experianplc.com.

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