

THE MOST ATTRACTIVE CREDIT CARD REWARD OFFERS TO CONSUMERS



Credit Card Marketing

Richard Nelson Miller



Credit Card Marketing:

Marketing Strategy in the Credit Card Industry Alexander Savich, 1986 Credit Card Marketing Bill Grady, 1995-03-02

Retailers nationwide are discovering that private label credit cards are one of the most dynamic marketing tools ever to come down the pike. Not only do they act as a powerful draw for new customers but according to recent marketing studies private label cards help build customer loyalty. They are also a nearly limitless vehicle for promotional offers, discounts, premiums, and other potent customer incentives. And they provide retailers with an unprecedented means of gathering valuable customer profile and purchasing information which can then be used to build a targeted database for generating mailing lists, strategically managing inventory, segmenting the most profitable customers, and more. Now in the first and only book devoted exclusively to the subject, credit card marketing legend Bill Grady tells you everything you need to know to successfully develop and market a private label credit card or to more effectively use an existing one to expand your customer base. The man behind many of the major innovations in the field, Bill created and managed the largest and most successful credit card program in the home center industry and has worked with many prestigious Fortune 500 companies to develop their programs. In *Credit Card Marketing*, he shares the fruits of his more than twenty-five years in the business and fills you in on all the successful credit marketing techniques now in use at today's sharpest, most innovative retail stores, banks, oil companies, and travel and entertainment providers. Writing in a warm, down-to-earth style, he takes you step by step through the entire process, from prescreened and preapproved solicitations to direct mail, telemarketing, and in-store promotions, from premiums and sign-up programs to frequent shopper and card enhancement programs. He also offers detailed scheduling guidelines to help you understand the lead times involved in various programs, guidelines on how to train employees to effectively market credit cards, and an entire chapter on how to develop and execute a winning credit card marketing plan. And along the way, Bill Grady reveals dozens of insider tips, insights, and rules of thumb that alone make *Credit Card Marketing* worth more than its weight in platinum. A guide to exploiting the full potential of one of today's most versatile marketing tools, *Credit Card Marketing* is a must reading for all retailers, banks, and others. For as Bill Grady so poignantly puts it, "In today's economic environment, those who understand how to get the most from their marketing dollars will be the ones around in a few years to talk about their success." I've known Bill for twenty-three years; his passion for stimulating sales through promotions and direct marketing can only be defined as **AGGRESSIVE, CREATIVE, and SUCCESSFUL**. Ray Rawley, Director of Retail Credit, Lowe's Companies, Inc. At last, a book that catalogs and fully explains each weapon in the credit marketer's arsenal. Must reading for all credit issuers. David Garron, President and CEO, First North American National Bank. Circuit City Stores. A creative and positive approach to credit marketing as translated by a true professional in the credit industry. Jim Heatherly, Credit Marketing Manager, The Home Depot. Bill's commonsense approach to credit marketing really comes through. A must read for the marketing manager and a must read reminder for those of us

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Cases in Marketing Management Kenneth E. Clow,Donald Baack,2011-03-28 This comprehensive collection of 38 cases selected from Ivey Publishing helps students understand the complex issues that marketing professionals deal with on a regular basis The cases were chosen to help students apply conceptual strategic thinking to issues in marketing management as well as provide them with more practical operational ideas and methods Cases were chosen from around the world from small and large corporations and include household names such as Twitter Best Buy Ruth s Chris and Kraft Foods The majority of the cases are very recent from 2009 or later Each chapter begins with an introductory review of the topic area prior to the set of cases and questions are included after each case to help students to think critically about the material Cases in Marketing Management is edited by Kenneth E Clow and Donald Baack and follows the structure and goals of their textbook Marketing Management A Customer Oriented Approach It can also be used as a stand alone text or as a supplement to any other marketing management textbook for instructors who want to more clearly connect theory and practice to actual cases *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World* Colin L.

Campbell,2017-01-11 This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims France with the theme The Customer is NOT Always Right Marketing Orientations in a Dynamic Business World The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations

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Financial Services Marketing Of Credit Card Receptive To University Students In UK Alex Johnson, 2014-02-27 Bachelor Thesis from the year 2010 in the subject Business economics Business Management Corporate Governance grade A King s College London language English abstract Credit cards have become a popular payment system used in many UK universities Students in universities are turning to credit card companies for financial assistance with the aim of boosting their income and building credit history This dissertation delves into the issue of marketing financial services of credit cards receptive to university students in UK Chapter 1 presents the background of research aims and objectives and justification of study The main aim of this research is to investigate the attitudes of students towards credit card services and present student friendly promotional strategies expected from financial institutions Chapter 2 provides an analysis of literature on the emergence of marketing financial services in UK and major aspects of credit card services in universities This research integrates questionnaires with secondary sources as discussed in chapter 3 The major findings in chapter 4 indicate that many students are not satisfied with credit card services because they lack financial knowledge Further analysis in chapter 5 indicates that banks need to focus on financial education personal selling and internet marketing when promoting credit cards Banks should collaborate with universities to promote credit card services and establish a long time relationship with students

Successful Direct Marketing Methods Bob Stone, Ron Jacobs, 2008 Includes the latest tools and techniques needed for success in today s digital multi channel marketplace this

guide offers professionals a comprehensive roadmap for direct marketing success across today's multiple marketing channels

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