



**Libya International Medical University**  
**Faculty Of Business Administration**



**ONE2ONE**

***One To One Marketing  
STRATEGY***

**Student name:** Loaloah Albeira  
**ID:**1925

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# One To One Marketing Strategy:

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- A marketing strategy applied directly to a specific consumer
- having knowledge of the consumer's preference enables suggesting specific products and promotion to each consumer

**It is based on four main steps:** •

- A. Identify
- B. Differentiate
- C. Interact
- D. Customize



# Why One To One?

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- It helps in identifying your customers.
- It helps in differentiating your customers.
- It's a leading indicator of consumer repurchase intention and loyalty.
- It reduces customer churn, customer attrition.
- It increase customer lifetime value.
- It reduces negative word of mouth.
- It helps to retain customers increased cross selling.
- Higher levels of customer satisfaction.

## Reference:

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Hansen, H., Samuelsen, B. M. and Silseth, P. R. (2008) “Customer perceived value in B-t-B service relationships: Investigating the importance of corporate reputation”, *Industrial Marketing Management*, Vol 37 No 2, pp. 206-217.



**Thank You  
So Much!**