



Customer Relationship Management



Even though both companies operate in totally different industry sectors, their challenges are very similar.

Saltwater Communication is the UK's leading Marine Public Relations Agency. As a PR agency one of their key roles is distributing information quickly and accurately to large numbers of journalists.

Inque Boutique are a card making and crafting specialist wholesaler.

The key challenge to both companies was to be able to create online content that could be distributed automatically based on the recipients behaviour and preferences.

A journalist working for a specialist marine electronics magazine does not want their inbox clogged with Press Releases about new paint treatments.

Equally importantly the wholesaler wanted to send out different messages to each retailer, based on their buying habits and to send out content to their customers based on the customers profile and which retailers they shopped at.

We needed to build a database and data management system that would allow free formatted content to be created by a non technical staff member.
The content would be available for electronic distribution and visible on the website and RSS data feeds.

Strategy and implementation

The challenge was to design a mechanism where the content could be managed and approved in advance to then automatically "go live" at a specified time of day or night.
This aids scheduling of content, but also, more importantly, allows embargoed content to be held confidential until agreed launch dates.

Both systems allowed content release to be timed to the second, eliminating the need to, at product launches, send out content. Planning can be done weeks in advance and the content can distribute itself on a previously agreed timetable.

If a launch is delayed, the content can be simply stalled simply from a mobile phone, or even triggered by a mobile phone when launch times are uncertain!



Problem

Automate distribution of content.
Control the distribution of embargoed content.

My Role

Devised the strategy
Concept and design
Project management