

Project Title : AW Media's relationship marketing
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Abstract

This is a study into the potentials of AW Media to achieve greater levels of profits by pursuing higher degrees of focus on the firm's relationship marketing efforts. AW Media is a Danish online marketing agency based in Copenhagen.

The study walks through the relationship marketing approaches on how AW Media's current customers can be made more profitable to the firm, how AW Media's future customers will be linked and managed, how to sustain customer retention efforts, and how to gather data and information to achieve these objectives.

This author hope the ideas from this study may, at least, capture the imagination of readers searching for venues to boost profits for firms not too dissimilar to AW Media of Copenhagen and to serve as sources of inspiration.

Keywords : relationship marketing, current customers, future customers, customer retention, boost profits, sources of inspiration.

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