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**DIGITAL MARKETING
AND ITS IMPACT
ON MOTOR
TRANSPORTATION**

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Abstract: This research work performs a current organizational diagnosis about the implementation of a CRM software system and proposes a plan to follow to improve the conditions of success in the implementation of a customer support tool.

Customer Relationship Management (CRM) is a widely applied strategy for managing a company's interactions with its customers and potential customers. It is about using technology to organize, automate and synchronize business processes, mainly sales activities, but also marketing support, customer service and technical service. The objectives are to find, attract and capture new customers, retain those the company already has, attract old customers, and reduce marketing and customer service costs.

Keywords: Diagnosis, implementation, strategy, CRM, technology.

INTRODUCTION

In this era of high competitiveness among companies, the customer is the axis around which marketing, sales, contacts, products, services, time, profitability and resource allocation revolve, as well as the long-term growth and solidity of organizations. business (Swift, 2001).

Throughout history, the relationship with the customer has evolved and currently, thanks to technological advances, this type of strategies can be applied in an organization, according to Don Peppers, 1999, CRM techniques were always present, but thanks to specific information technology tools it is only now possible to apply these practices to millions of clients at the same time (Harvard Business Review, 2000).

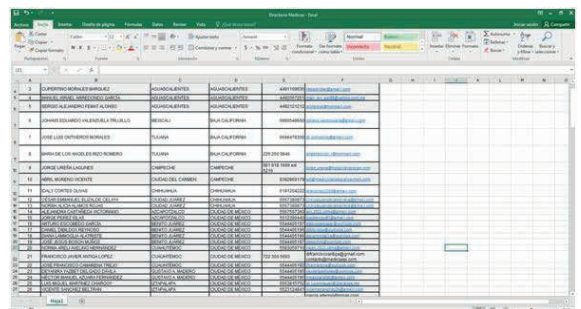
The implementation of the CRM strategy in an organization represents the commitment of many resources and efforts on the part of the company. It is very important to use methodologies to implement this strategy in

the organization, although not all initiatives achieve their initial objectives, however other intentions achieved and exceeded their expectations. There are specific activities whose best performance is decisive to achieve the goals set; knowing and managing these activities must be very important for the strategy within the organization to achieve the expectations created.

METHODOLOGY

PROBLEM STATEMENT

There is an old structure for maintaining customer information through Excel and this does not allow for correct customer management and a sales funnel.



The image shows a screenshot of an Excel spreadsheet with multiple columns and rows of data. The columns appear to contain customer names, addresses, and other identifying information. The data is organized in a structured table format, typical of a customer database.

Figure 1: Customer information in Excel.

While it is true, the business has presented a favorable response from customers; However, this ignores key data about them, which limits the possibilities of providing better care tailored to the client's needs. Without primary information about your customers' tastes or the trends and needs they pursue, they will not be able to provide you with the satisfaction they seek. With the help of a CRM technological tool, the business will be able to retain its customers through personalized attention that provides them with the satisfaction of their needs, managing the large amounts of information that is generated in each interaction with the customer.

CRM systems are a very useful resource

in managing customer relationships, even when the final decision is made by the general management of the company. This consists of collecting the necessary information about customers, processing it and extracting the essentials to offer various opportunities to the company that help improve its relationship with current customers, which helps maintain their loyalty and attract a larger audience.

DELIMITATION

- Digital marketing strategy
- Obtain customer management and a sales funnel.

JUSTIFICATION

In the competition that companies face, there are different forces that govern the actions of businesses, one of these being: “the customer.” Hence the importance for companies of developing a mechanism to manage and administer the company-customer relationship. This way, the need arises to redefine or look for new business opportunities, demonstrating customer satisfaction, through customer relationship management offered by CRM software.

OBJECTIVES

General

Prepare a proposal for the implementation of a CRM system in the Autotransporte Profesional company.

Specific

- Maximize customer information
- Identify new business opportunities
- Increase sales
- Improve customer service
- Identify the potential clients that

generate the greatest benefit for the company

- Build customer loyalty, increasing customer retention

PROCEDURE

DEFINITION OF CRM

It is a business approach that allows you to understand customer behavior and influence it through consistent communication, to increase your level of training, retention, loyalty and profitability. It is about understanding the nature of the exchange between customers and suppliers and managing it appropriately. This exchange covers not only monetary issues, but also communication. The challenge for all supplier organizations is to optimize communication between parties to ensure more profitable long-term relationships. (Swift, 2002).

OBJECT

Plaza del Transporte (plazadeltransporte.com) is a page focused on the publication of advertisements offering transportation services of various kinds and buying and selling in general, it is an initiative of Impulso Transportes.

The purpose of this contract is to describe the general terms and conditions to which users will be subject when using the services of Plazadeltransporte.com (hereinafter the “website”). Any person who wishes to access and/or use the site or services may do so subject to the General Terms and Conditions, together with all other policies and principles that govern this “website”.

Any person who does not accept these general terms and conditions, which are mandatory and binding, must refrain from using the site and/or services.

- Ability

- Record
- Free Services
- Use of the Website and its services
- General contract conditions
- Service description
- Service modalities
- Service contracting procedure
- Rules for publishing advertisements
- Limitation of liability
- Intellectual and industrial property
- Exclusion of guarantees. Responsibility
- Third party content and services
- About user behavior
- Of the modifications
- Of minors
- Duration and termination
- Notice of Privacy
- About the use of cookies
- Jurisdiction and applicable law

SERVICE DESCRIPTION

The Service consists of the insertion of Advertisements in the online editions of the website. The Service also includes the possibility of consecutive renewal of the notices published in the different online editions of the Website.

The Advertisements may include descriptive texts, graphics, photographs, and other content that is necessary in accordance with the criteria of the Advertiser, always in accordance with the provisions of these Conditions of Use. All such description, images or photographs must correspond to the product, and/or service offered, coupled with the fact that it must be exactly described in terms of conditions and characteristics.

The Advertiser accepts and agrees that when it publishes an Advertisement on the Website for any good and/or service offered, it has the intention and the right to sell said good offered, or is authorized to do so by its owner and has it available for its immediate delivery. The prices of the products offered on the Website must be expressed with VAT, when applicable, and in legal tender. plazadeltransporte.com may remove any Ad whose price is not expressed this way to avoid confusion or misunderstandings regarding the final price of the product.

Users interested in the goods and/or services offered in the Advertisement may contact the Advertiser, with Users being bound by the Specific Conditions and the conditions of sale included in the Advertisement, to the extent that they do not contradict the General Conditions of use.

Users must demand an invoice or ticket from the Advertiser as proof of the operation. The Advertiser will not be obliged to issue an invoice or ticket only in the case of a natural person who makes sales occasionally.

The Advertiser must have the legal capacity to sell the good that is the object of his offer. Only in exceptional cases may the Advertiser retract the sale, such as: when he notices that there was a clear typographical error in the price of the Advertisement, when he has not been able to agree with the Users on the form of payment or delivery or when it is not possible to verify the true identity or other information of the Users.

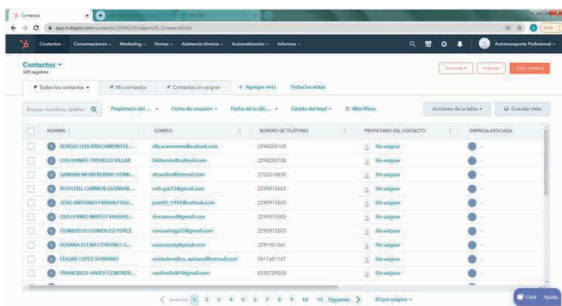
The parties involved in the negotiation, that is, the Advertiser and the Buyer User, will be responsible for all the obligations and tax burdens that correspond to the sale of their items, without Plazadeltransporte.com being held responsible at any time for any failure of these to comply with their corresponding tax obligations.

plazadeltransporte.com is not responsible

for effective compliance with fiscal or tax obligations established by current law.

RESULTS

- Response times were optimized
- I maximize sales opportunities
- I improve productivity
- Favored internal communication
- I enable customer segmentation
- Promoted closer relationships
- Achieve more accurate sales forecasts
- Facilitated decision making
- Customer loyalty was created



Nombre	Correo	Número de Teléfono	Propiedad del Contacto	Forma de Contacto
ANDRÉS RAMÍREZ RAMÍREZ	andres@ramirez.com	204510100	Si	Enviar
ANDRÉS RAMÍREZ RAMÍREZ	andres@ramirez.com	204510100	Si	Enviar
ANDRÉS RAMÍREZ RAMÍREZ	andres@ramirez.com	204510100	Si	Enviar
ANDRÉS RAMÍREZ RAMÍREZ	andres@ramirez.com	204510100	Si	Enviar
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ANDRÉS RAMÍREZ RAMÍREZ	andres@ramirez.com	204510100	Si	Enviar
ANDRÉS RAMÍREZ RAMÍREZ	andres@ramirez.com	204510100	Si	Enviar
ANDRÉS RAMÍREZ RAMÍREZ	andres@ramirez.com	204510100	Si	Enviar

Figure 2. Results

CONCLUSIONS

Currently, CRM (Customer Relationship Management based on the use of the Internet) and technologies have allowed companies to quickly and efficiently carry out marketing studies on the needs of the community (potential customers) and thus design the product. to customer satisfaction. These studies serve to prioritize or discard any

decision and focus on what is convenient for the company. The company must identify, acquire and retain customers through the implementation of CRM software and technologies in a sophisticated manner. Business success is not necessarily due to the best product they offer, but rather due to the best customers they manage to have and maintain; This is achieved through the implementation of the CRM strategy in the company. In the world of globalization and difficult competition, lack of knowledge of CRM software and technological advances at the business level leads to the failure of our national companies.

In addition to having continuous monitoring of clients and the competition itself, in order to see this application in the future, it is possible to generate improvements both in the application itself and in dealing with clients, since their tastes and requirements may vary. varying in time. These improvements can open the market for a possible sale of the application to other land transportation companies, publicizing the benefits that this application made with the CRM strategy can provide.

IMPROVEMENT STRATEGIES

- Create a chatbot-type WhatsApp application
- Create a Newspaper with relevant news from the sector
- Create Email marketing, through Hubspot.

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