

Cause-related marketing: The other CRM

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31 Oct 2007

When a business or organisation decides to go the cause marketing route, it's extremely important to choose an issue/cause that is relevant and closely related to your products or services. It's quite crucial to your success that your customers understand why you are supporting the pressing issues. Because CRM can have a big impact on loyalty, it can be extremely targeted and customised for your customers.

Philanthropy, charity, benevolence, generosity - these are all very good words that should be associated with any type of business.

Whether you are a sole proprietor, a large corporation or a small family business, having your name associated with giving and charity could boost your sales and build brand loyalty. Cause-related marketing (CRM) is one of the best ways to connect your business with a good cause.

Read the full article [here](#).

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