**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 4: ACTIVITY 1**

**PAIRED ACTIVITY**

**Customer relationship marketing**

Read [Relationship marketing: the new CRM](https://martechtoday.com/relationship-marketing-new-crm-193220) at https://martechtoday.com/relationship-marketing-new-crm-193220.  
  
Consider an organisation with which you are familiar. How can it use technology to deliver the right message to the right prospects at the lowest cost?

|  |
| --- |
|  |