

DATABASE MANAGEMENT

DEVELOP YOUR OWN DIRECT TO CONSUMER COMMUNICATION CHANNEL

Nothing is more authentic than your own brand loyalists.

Today's customers want to buy from businesses they know and love. With digital marketing becoming the channel of choice, having a direct line of communication with your loyalists and advocates is key.

Knowing your customer base is a crucial component of a successful business. A customer database is one of the most powerful tools at your disposal. After all, what's better than an army of brand loyalists?

Black Box is well placed to assist you with all aspects of this exciting journey.

BLACKBOX

We know the importance of cultivating large and engaged databases of consumers. We manage over 250,000 Black Box enthusiasts in New Zealand and Australia.

Imagine being able to activate 1,000's of consumers to buy your product in the first week of launch?

It is possible and we can help!

Whether you are starting on this path or already have an extensive database, we can increase your business performance and give you back the control of communicating with your audience.

This is a unique way to engage your consumers and create a buzz around your brand.

BENEFITS:

- Long term marketing control
- Create and establish brand affinity
- Develop and foster deeper customer loyalty
- Better understand your brand connection to your consumer
- Instant support for new initiatives
- Consumer feedback
- Authentic influencing

**WORK
SMARTER,
NOT HARDER**



BLACKBOX