

A COMPLETE GUIDE TO DATA-DRIVEN MARKETING

From Test & Learn to Learn & Confirm

*Boosting your revenue growth through
digital marketing strategies & execution*



A BLEND360 COMPANY



Digital marketing mastery.

Our Digital Marketing Mastery content is an initiative to share our knowledge and enable you to gain more traction with your customers. We know that the demand for expert digital marketing skills is growing and businesses like yours, need to ensure that they can keep up with the challenging pace that marketing technology poses.

The team at EF, a Blend360 company, are here to share with you our expertise gathered over years of experience on concepts such as email marketing, always-on campaigns and content marketing to take your digital marketing to the next level. With content ranging from detailed guides and formulas to 2-minute-tip videos designed to get results immediately, you're sure to find something useful for you. Each expert at EF, a Blend360 company, offers a range of insights, hints, methods and techniques that have been tried and tested. Large and small organisations across industries, countries, cultures and the world have found success with the approach and methods we're about to share with you.

So dive in, have fun and get started. A world of opportunity awaits you.

Win the Race with Data-Driven Marketing

A COMPLETE GUIDE TO DATA-DRIVEN MARKETING

Targeting the right people at the right time is the ultimate goal of marketing departments all over the world, and they often leverage data as a means to accomplish their objectives.

While most companies recognize that being a successful, data-driven organisation requires skilled developers and analysts, few grasp how to use data to tell a meaningful story that resonates both intellectually and emotionally with an audience.

The good news is that the possibility of reaching this goal is now closer than ever. EF, a Blend360 company, envisioned a new approach to data-driven marketing to help you get the most from your data.





In this all-inclusive guide to data-driven marketing, we will explain this approach to you and guide you through the best methods, strategies, and tactics you can use for your own marketing campaigns. We will explain:

What data-driven marketing is and why it is so important

The data-driven marketing business model

Data-driven marketing hacks and strategies to set up you for success

How you can use data-driven marketing to get results for your business

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CHAPTER 1

The Shiny Tool Cycle

Before we explain what true data-driven marketing is, it will help to explain where it fits in.

Modern digital marketers are often caught up in a never-ending cycle that has duplicates work and expends budget, year on year. The result is a lot of work for a lack of measurable, scalable results. We call this the 'Shiny Tool Cycle', and if you're like most marketers, you're probably already familiar with it.

It goes something like this:

- 1 Marketer discovers a shiny new marketing tool.
- 2 Marketer tries new tool, hoping it is the "one" that will be the game-changer.
- 3 Marketer sees some results, but they fizzle out
- 4 Marketer contacts a specialised consultant to help with the said tool.
- 5 The consultant helps with the new tool and promises to deliver results, often unsubstantiated.
- 6 A few months later, the marketer is out of budget with no solid results to show for it.
- 7 Rinse and repeat.

Sound familiar? A couple of strategies and a sprinkling of consultants later and most marketers have no idea which ones work or how to scale them into repeatable profit-driving strategies. To quote John Wanamaker- "half of advertising revenue is wasted, but which half?"

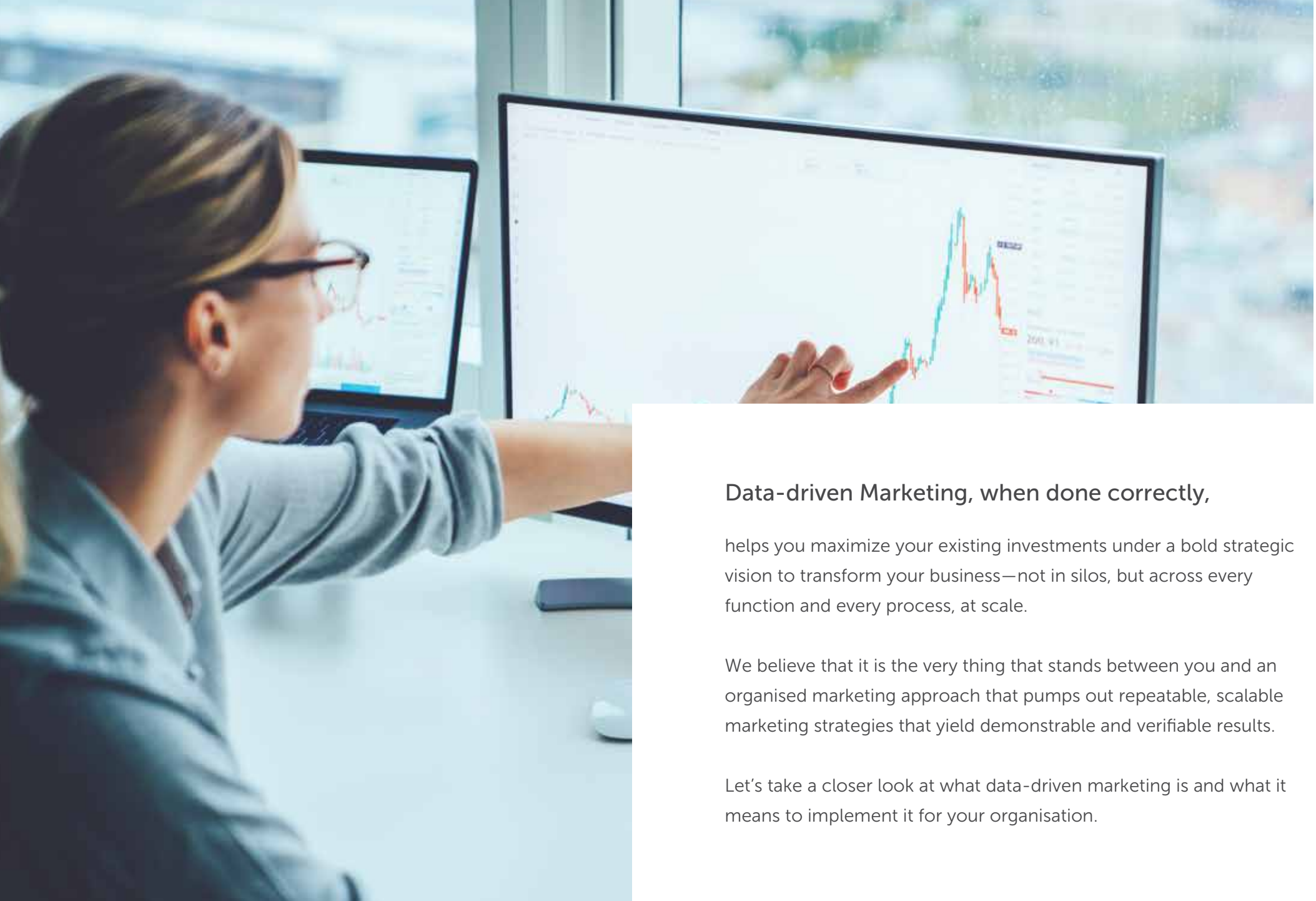
Data-driven marketing is the answer to John's question and the key to escape the Shiny Tool Cycle that so many marketers find themselves trapped in. There's little sense in wasting time on shiny new strategies and tools if they won't move your bottom line. You have to take the people, processes, and tools that prove their effectiveness while discarding the cycles that no longer serve you.

In other words, you have to become data-driven.



CHAPTER 2

An introduction to data-driven marketing



Data-driven Marketing, when done correctly,

helps you maximize your existing investments under a bold strategic vision to transform your business—not in silos, but across every function and every process, at scale.

We believe that it is the very thing that stands between you and an organised marketing approach that pumps out repeatable, scalable marketing strategies that yield demonstrable and verifiable results.

Let's take a closer look at what data-driven marketing is and what it means to implement it for your organisation.

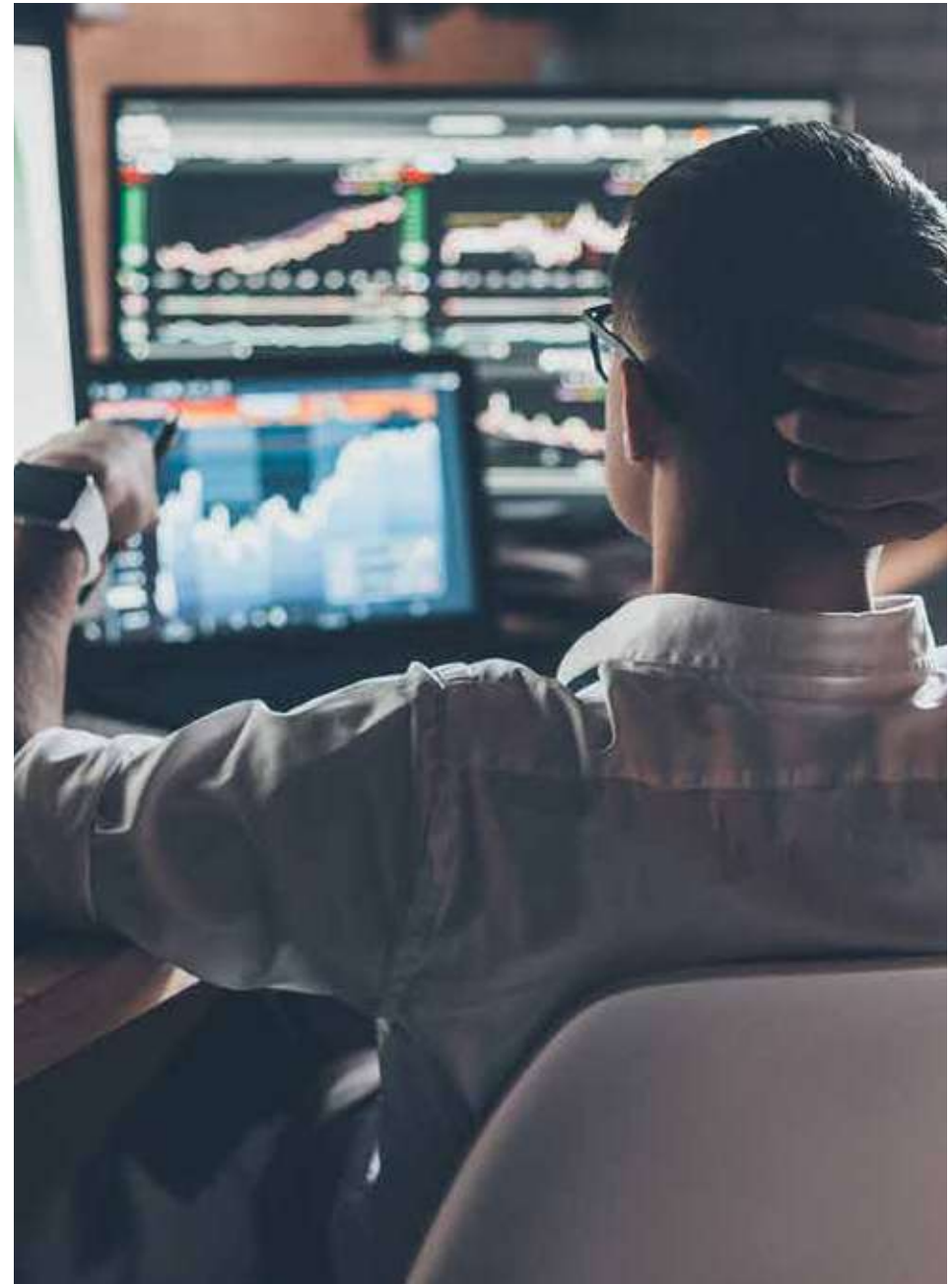
What is data-driven marketing?

As marketers, we have to present narratives to leads and customers that tell meaningful, relevant stories that help our audience find solutions to their problems. Data plays a critical role in this, as it allows us to speak to specific pain points and concerns that help our messages convey relevant information. This is where data-driven marketing comes in.

Data-driven marketing refers to strategies built on insights extracted from the analysis of big data, which is collected through consumer interactions and engagements to form predictions about future behaviors. This involves understanding the data you already have, the data you can get, and how to organise, analyse, and apply that data to better marketing efforts.

Although there are many reasons why companies use data-driven marketing, more often than not, its intended goal is to enhance and personalize the customer experience. Our marketing narratives are often the bridge between the data and those who need to learn something from it. With effective data, we can tailor the story to our audience and effectively use it to complement our narrative.

Data is powerful. But with a good story, it's unforgettable. It's upon this principle that our approach to data-driven marketing succeeds.





Using data-driven marketing as part of your strategy

Marketers already have a vast amount of data at their fingertips, most commonly sourced from online analytics, customer surveys, email and CRM. While this may tell us about customer behaviour and could even help to highlight customer needs – it's not always so easy to turn data into actionable insight.

The mistake most marketers make when using data to enrich their customer journey is that they focus on very specific data points without gaining an understanding of the whole picture. This mentality is akin to reading the first page of a novel and predicting how it will end. The key to breaking down this mentality lies in breaking down the silos scattered throughout your organization.

Every silo in the marketing technology landscape works a specific part of the customer journey. With a proper data-driven marketing approach, every silo should be part of your communications. You should always be striving towards a coordinated, one-to-one marketing strategy emphasizing personalised interactions that inspire, delight, and surprise your customers.

With our data-driven marketing approach, you can focus on the top, middle, and bottom of the funnel, align data sources, and orchestrate your messaging according to your customers' needs. It will help you start connecting the dots to see the greater picture that's called "customer engagement".

Data-driven customer engagement

In our experience, marketers tend to focus on vanity metrics. The stuff that makes them look good when presenting to their Board of Directors. They welcome the good data but once the bad data shows up, they would rather disregard it than dig deeper. When implementing a data-driven marketing approach, the bad stuff should not be ignored and could provide insights into why people behave the way they do

These oversights usually fall into two primary categories:

- Failing to consider the real-life context of the customer (regardless if it is qualitative or quantitative).
- Viewing customer data “experiential points” separate from an organization’s capabilities.

The customer can be shopping online from a desktop or mobile device, or by telephone, or in bricks and mortar store and the experience should be seamless. By ignoring the context of a customer’s journey or focusing on very specific points of that journey, marketers cannot weave their narrative throughout their engagement with the customer.

Building a successful programmatic marketing approach requires a review of all the data, not just the kind that makes you feel warm and fuzzy. Adjusting to the bad news is just as important as celebrating the good news.

Businesses need to start paying attention to understand their customer base and know where they need to improve and what opportunities exist. Not engaging with customers on their preferred channel, at a time convenient for your customer means you’re losing out on valuable business.



CHAPTER 3

How to implement data-driven Marketing



Did you know we share 50% of our DNA with bananas? I can't remember where I read this, but it's interesting, not valuable. Insights should not simply present you with interesting facts, they have to provide information that can be acted upon to give you a competitive advantage and drive your business forward.

Data-driven Marketing helps you maximise your existing investments and then extend new technologies across your business to support the idea of getting the right message, to the right person at the right time.

In this section, we'll give you tips and directions on how to implement data-driven marketing and some important considerations to look out for.





Preparing your company for data-driven marketing

Before identifying which tools, methods and strategies you want to implement, you need to align your organisation towards a data-driven marketing perspective. A data-driven marketing approach requires a different mindset from the people in the organisation and a few mindsets will need to change for it to be successful..

Here are the essential changes you need to change:

Campaign-thinking into an always-on strategy

It's easy for marketers to get stuck in a cycle of moving from campaign to campaign. With data-driven marketing, you have a constant dialog with your customers so that you're ready for anything.

Separate worlds of branding into a single customer-centric truth

Most company departments operate in silos. Sales do their jobs, service agents strive towards their KPIs, and marketers are concerned with their campaign performance. Data-driven marketing is concerned with one thing only - what the customer experiences. Thus, for data-driven marketing to succeed, companies need to bring all departments together into a new world view that puts the customer's shared experience first.

Single-channel initiatives into an omnichannel experience

Your company can no longer rely on a single channel. Customers today use their phones to check email, later check into social media via their PC and respond to messages on their iPad. To gain all this data and make effective use of it, you need to create and tailor an omnichannel experience.

4 Data-Driven Marketing Strategies

There are multiple ways you can introduce data-driven marketing to your campaigns. Here are some of the most effective ones you can start to implement today.



Personalization



Predictive Analytics



Omnichannel Co-ordination



Take Offline Data, Online

Personalization

Tailoring content is one of the best ways to get your customer's attention. You can use online interactions, demographics, purchase history, online activities, and other information about them to streamline their experiences with your company and offer relevant content.

For example, DirecTV used US Postal Service records of change-of-address applications with a personalised version of its homepage that only those people would see. They knew that people were much more likely to try new services when they moved to a new location. The result was a greater conversion rate for the personalized page than for the standard homepage, despite the latter offering a \$300 gift card for new customers.

While you don't have to go to that level of personalisation, simply referring to previous actions and auto-filling in forms can go a long way in satisfying your customers.





Omnichannel Co-ordination

A common technique for data-driven marketing is coordinating experiences and customer identities across the different channels they use to interact with your business. The technique attempts to coordinate marketing across channels based on the individual characteristics, interests, and technology footprint of each customer.

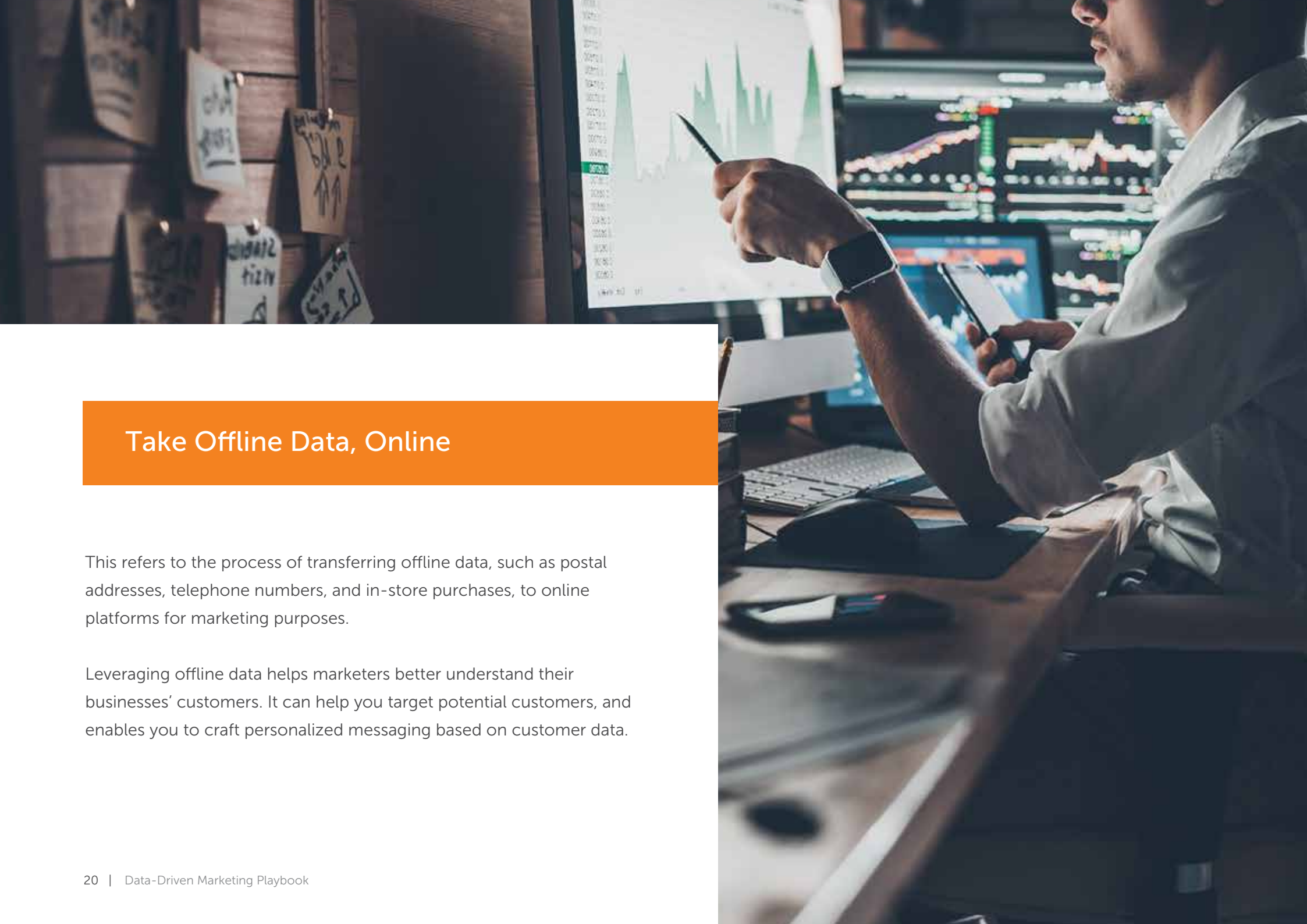
To successfully achieve this, you have to have the ability to recognise an entity, be it a person, place, or thing, along with associated relationships, consistently and accurately based on both physical and digital attributes.



Predictive Analytics

You can use Predictive Analytics to create ideal customer profiles. By integrating predictive analytics with account-based marketing, businesses are able to target accounts that match the company's ideal customer profile.

This approach relies upon targeting valuable clients and tailoring experiences for them based on the kind of customer that has traditionally offered the most value to your company. This way, you spend resources on customers where you have the most to gain.



Take Offline Data, Online

This refers to the process of transferring offline data, such as postal addresses, telephone numbers, and in-store purchases, to online platforms for marketing purposes.

Leveraging offline data helps marketers better understand their businesses' customers. It can help you target potential customers, and enables you to craft personalized messaging based on customer data.



How to decide which data-driven marketing strategy is the best fit

To decide which type of data strategy is a better fit for your organisation, you need to assess a few specific elements. We have created a few questions to help you identify which strategy would work best for your business:

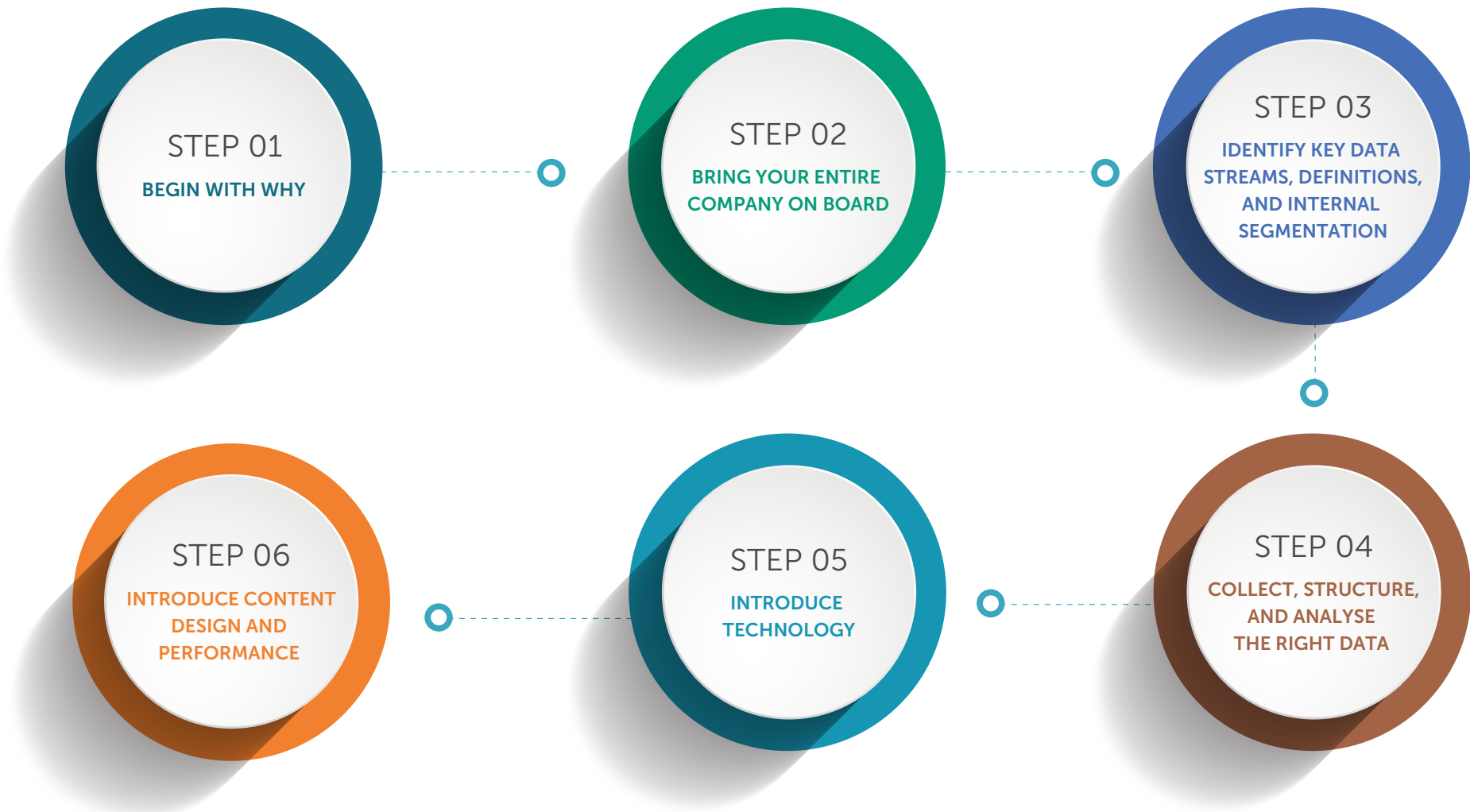
We have created a few questions to help you identify which strategy would work best for your business:

- **Objective:** How do I further grow revenue from my existing customer base?
- **Numbers:** How will I measure my results?
- **Focus:** Who do I target and where can I maximise opportunities for further growth?
- **Money:** How much will I spend?
- **Action:** Do I want to change customer behaviour, encourage more of the current behaviour or introduce a new behaviour altogether?
- **Time:** How quickly can this be executed?

Setting up a strategic plan for data-driven marketing

Company strategic plans often generate very few tangible results – only lots of meetings and documentation. A successful program, on the other hand, will identify realistic goals along with a road map that provides clear guidance on how to best get the job done.

Below, we'll take you through a step-by-step process on how to set up your data-driven marketing campaign for success.



STEP 01

BEGIN WITH WHY

You have to understand what the purpose of including data is for your end goals.

Deciding to increase revenue versus attract more customers could require completely different data sets. This is why it is critical to understand the purpose of your data and what you hope to achieve.

To this end, we advise you to define business objectives for data and describe the underlying use cases. Remember to include all parts of your organisation and all stakeholders in the conversation and define a clear objective with the associated data.

STEP 02

BRING YOUR ENTIRE COMPANY ON BOARD

Not engaging with customers on their preferred channel, at a time convenient

for your customer means you're losing out on valuable business. Whether the customer is shopping online from a desktop or mobile device, or by telephone, or in a brick and mortar store, the experience should be seamless. The same can be said of your interactions. Whether your sales team, service agents or marketing specialists are interacting with your customer, they should all ensure a consistent, seamless experience for them.

To achieve this, you have to bring your whole company on board with data-driven marketing, promoting inter-departmental coordination and agility. This can put the responsibility for the customer experience on more than one or two departments, thereby allowing each team to understand how it fits into the omnichannel puzzle concerning others. Agile marketing in this manner puts customers at the center, making for remarkable omnichannel experiences.

STEP 03

IDENTIFY KEY DATA
STREAMS, DEFINITIONS,
AND INTERNAL
SEGMENTATION

Not all data is relevant or even useful to your objective.

Information is useful only if it provides insight that helps you strengthen relationship value. The more data you can collect through a customer's lifetime, the more you'll notice patterns forming in the data.

Data flows in from all directions, so it is essential to identify which streams bring the most valuable and useful insights. This internal data segmentation is different from customer segmentation. Internal data is centralised around identifying internal blocks in organizational processes, whereas customer segmentation is focused on identifying who your core customer is based on product, location, and consumer behavior. Both are necessary if you want to succeed. Removing internal blocks and optimising business processes to focus on customer insights will make your data-driven marketing campaigns that much more effective.

STEP 04

COLLECT, STRUCTURE,
AND ANALYSE
THE RIGHT DATA

Now that you have the data you want and have everyone working towards a shared objective,

you need to use the data. You can't assume engagement and loyalty with a customer by talking to them as part of a homogenous group of people with the same characteristics. Intelligent data decisions based upon individual preferences and behaviours ensure that you get to keep your customers, by providing stimulating conversations in a language and tone that are personal to them. This, in turn, builds trust.

Data sources need to be connected so you can get to know and understand your customers and prospects. With empowered consumers now connecting across an array of devices in a variety of situations, the way a marketer wins is by offering information people value in those "live contact" moments. If you have the relevant data into what they want, how they want it, and have also removed internal barriers this should be simple.

STEP 05

INTRODUCE TECHNOLOGY

Knowing how your data connects to the customer experience and what data to use is great,

but it's not scalable for a business. To make something scalable, you need to introduce technology. In the past, this came before figuring out the previous steps. With our data-driven marketing approach, you only scale once you have your proven concept as achieved in the previous steps. This avoids the 'Shiny Tool Cycle' we talked about earlier.

Introducing the right technology will enable you to turn quality insights into actionable responses. By now, you can connect your tech-stack to the process. Your CRM and analytics should be the heart and the brain of the stack. You can build the rest of your landscape around them with tools that allow you to reach your customers in a relevant and efficient manner.

STEP 06

INTRODUCE CONTENT DESIGN AND PERFORMANCE

By now you're talking the talk, but that's only half the experience.

You need to account for the tactile elements of your experience to maximise the effectiveness of data-driven marketing. Nobody likes to pinch and zoom.

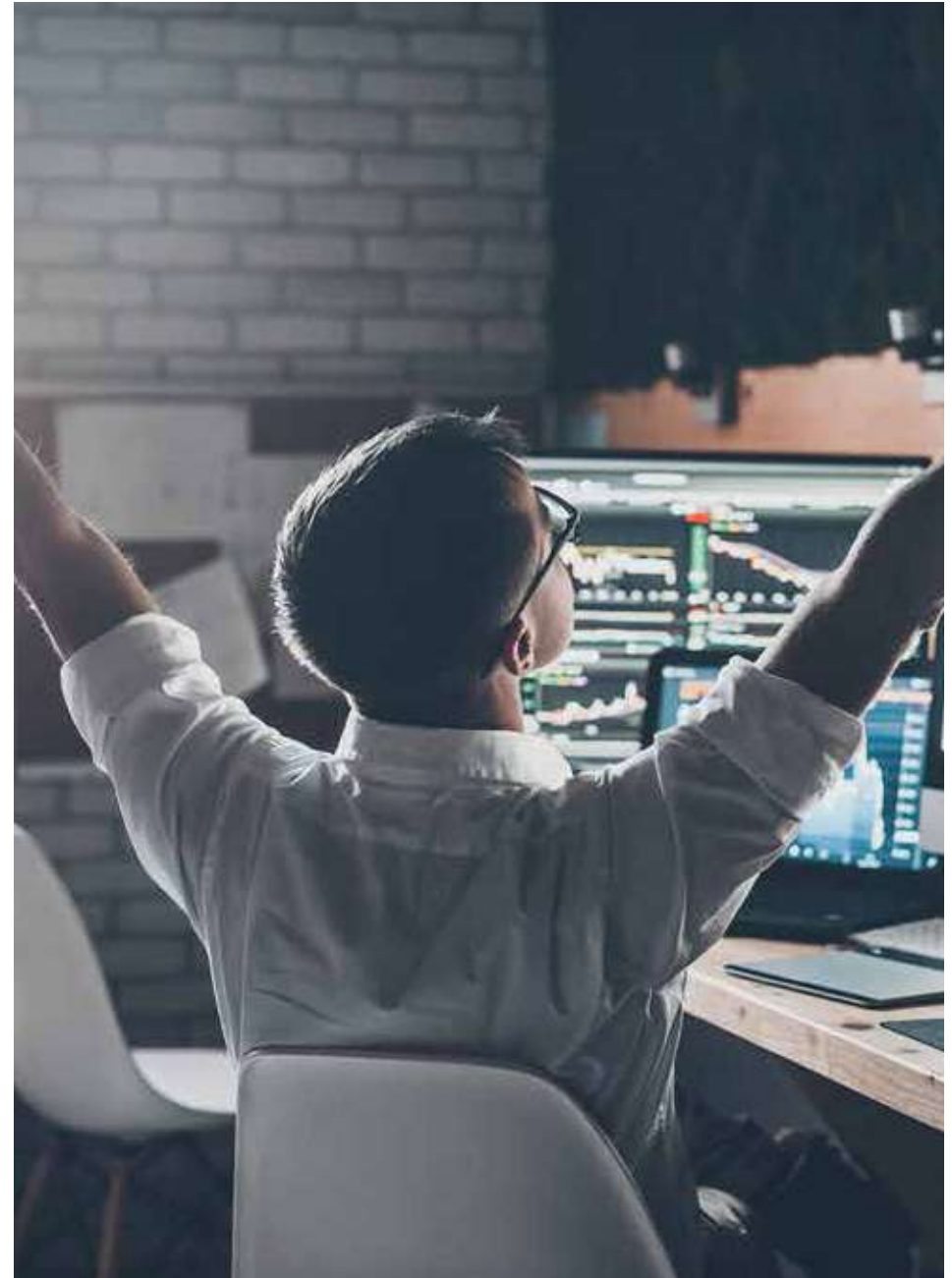
Knowing your customers' every move and having connected your stack, you will need content suitable for every channel and device. Make sure to define metrics and set up tracking to measure success between your channels to consistently improve.

Final thoughts on data-driven marketing

For data-driven marketing to help meet your goals, you need to set your strategy with clockwork precision. Try narrowing your focus to a single goal or question, if at all possible. Applying our proven methodology can be systematically used to help you reach long-term objectives, such as retaining valuable customers or maintaining a steady revenue stream.

Any improvement in customer satisfaction impacts ROI, potentially significantly. That's the entire basis for the rise of data-driven marketing, where marketing shifts its focus to pleasing existing customers than attracting new ones based on demonstrable approaches. If correctly implemented, data-driven marketing starts influencing your marketing strategy long before a prospect even converts to a lead in your funnel.

As leads in your funnel turn into paying customers, the data collected from those new customers influence the next generation of marketing initiatives.



CHAPTER 4

Take your strategies
to the next level.





Customers say that less than 1% of their favorite brands deliver a great customer experience, yet 86% of customers would pay more for it. In addition, consumers expect companies to anticipate their needs and proactively cater to them.

So, as a brand, how can you execute this level of proactive customer journeys and produce killer CX? The secret to improving customer experience is a data-driven marketing approach. It provides timely and personalised experiences across multiple channels, offering relevant content to customers as they navigate their buyer's journey.

While this "customer journey fever" infects every single boardroom conversation we have been privy to, we know that implementing data-driven marketing can be a steep road. Between the need for new metrics, the mounds of data siloed in separate channels across an organisation, and the all-too-common market confusion, working towards success is often a confusing process for many businesses.

At EF, a Blend360 company, we have been perfecting a data-driven marketing approach for decades. Our consultants understand what it means to facilitate and nurture an online relationship with customers across multiple industries, channels and locations. If you would like a partner to your data-driven marketing success, contact us today by visiting our website. Our agents are on standby to help you realise your marketing vision for long-term success.





We are EF, a Blend360 company, a customer engagement agency to the core. Driven to help our clients transform into a customer-centric business, we do so by combining strategy and insights, fuelled by creativity and technology. By delivering compelling experiences throughout the customer journey, we enable our clients to build long-lasting customer relationships. From our main base in the vibrant heart of Europe's tech hub, the Netherlands, we operate across the globe. Our international team empowers local support, from Sweden to South Africa – and everywhere in between.

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Stockholm (Sweden), Londen (United Kingdom)

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