**Boosting Marketing with several data collection measures**

From tiny businesses to large MNCs, big data collection is a crucial step to analyze all the requirements of the public and modify the business tactics accordingly. Business growth via intelligent marketing enhances with accurate marketing strategies that are achievable only by perfect data collection to get every single detail of all the requirements in-depth to analyze and design every step towards the success of the business.

There are several naïve methods for data collection too, but it depends on the technologies and tools that your business deals with to get the right choice of the data collection measures for you. Before moving on to the analytics phase, it is important to use the right ways for accuracy assurance.

The top data collection measures that might help any business thrive are as follows:

* **Using survey tools for online platforms**

This is the most basic and straight forward measure to obtain the right data from the customers using several online platforms including the social media ones too. With this, you can design a questionnaire with all the relevant questions and solutions associated with your business, and the customers from across the globe might answer them to help you get the live data updates. This allows you to connect with the right customers and the active ones and help analyze their ideas, interests, and all the needs and preferences. All these data are eventually utilized to ensure the right marketing strategies to seek a giant fan base.

* **Using mobile technologies to collect data**

Smartphones are a crucial part of our lives and almost every family has at least 1 Smartphone with them. From dawn to dusk, several daily activities ease up with the help of Smartphones, and without them, our lives seem to be tough and impossible. From connecting with people over call or chats to checking the weather reports, getting information about anything, setting alarms, and whatnot! These mobile devices have their application in almost all aspects.

With such enhanced usage, Smartphones are one of the most important steps to involve in data collection measures. Here is what all must be taken care of while collecting data from mobile devices:

1. You must use the reliable and right software for data collection and keeping track of all the collected data. It must also be capable of capturing data from several mobile hardware devices.
2. Keep track of the information grouped by the localities. This is helpful to get an idea of the needs of people from some particular region, and where they like to get the services from, and what is the preferable choice for them. This eventually helps to design marketing according to the regions.
3. Monitor the search activities of your customer, but do not exploit their privacy.
4. Design a mobile application for your business that the customers can download and it will help you monitor their activity on the app and accordingly analyze all the details.
5. Use Google Analytics for monitoring the mobile data and analyzing it to provide useful information to you. It helps enhance the techniques and campaigns involved in internet marketing.
6. **Use Internet technologies to collect the data**

Internet and web marketers generally use this data collection technique to get the data from their customers and analyze the same. There are two approaches involved in this technique that are:

1. *COLLECTING ACTIVE USER DATA*–

This strategy involves the process where you can directly approach the users and collect the data required for the analytics. The users of your online platform need to fill all their personal information asked by you, and then you can use this data to design the marketing strategies according to the users’ age groups, demographics, and many other criteria. However, this is a bit tougher as it comes with some privacy issues making the customers reluctant and non-co-operative.

* Following steps might help for better active user data collection:
* Demonstrating that you ensure security and privacy with your data collection measures.
* Use privacy policies to explain the data usage by you. It helps the user get a brief idea of what their data is asked for!
* Make some benefits available for the users who provide their data to get higher collection records.
* The customers must also be allowed to express all their concerns, opinions, needs, and preferences.
* Make some freebies available to attract users to voluntarily provide their data and information.

1. *COLLECTING PASSIVE USER DATA –*

This technique allows data collection without requiring the active status of the user. You may use the cookies to collect the data based on the interactions of the users with the site and it is voluntarily provided by the users. Everything mentioned here is useful for a passive user data collection:

* You can use the cookies to capture the information shared between the user’s system and the online server. They help associate the server with the user’s system that in turn helps capture any update made by the user on his/her information.
* The cookies also help to track user history. You can use this to optimize the banner and marketing advertisements accordingly with Search Engine Optimization.
* You can also use an Http login that helps collect information from the log files of the server. With this, you can collect the data about the browsing habits, most visited sites, and most preferred contents, and you can also get traffic on the server.

1. **Using GPS for data collection**

Global Positioning System (GPS) is also useful in data collection as is beneficial for the local businesses. It helps identify the shopping behaviors of the customers in their locality and identify their patterns. It helps manage marketing strategies according to the preferences of the local customers.