**Personalization Strategy:**

* Personalization of emails shows that how much research(homework) is done for the client and represents how eager we are to perform critical thinking in business expansion.
* Personalized emails in this competitive world shows how well DT can treat their clients and how strategic can DT plan for expansion.
* The email should focus on the client's expectations, the stakeholder's goal, vision and mission. Each company has 5 year plan and each financial year they take steps and decision making. As a Business Growth Analyst, an email should provide recommendations based on the above said stuff.

Putting all of this in mind we can have a company tracked by looking for it’s employees in LinkedIn in different department and connect with them to understand their requirements. But for first time approach, we shall first look into the company’s website , collaborations of the company and their blog postings on X(twitter) and LinkedIn. We can have talk with their Business Analysts and product designers about what problems they are facing so that we reach the company head with a proper breakthrough plan in the first approach.

Looking into the company’s profile , we can estimate their target audience and provide a perfect marketing approach. By looking at the news , stock market of the company can be predicted , which would provide a perfect time and reason to approach the company. Also showcasing our work compared to an AI powered tool , we can show the importance of joining with DT.

Scraping of the data can be even from Wikipedia and particular websites who keeps track of companies in a particular industry , there are many data centers who are eager to sell data, which can provide some valuable information regarding the company’s current state and future plans, such as their vision, mission , short term as well as long term goals.

**Table for Personalization**

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| Data Point | Why it is important | How it will be used |
| The business owner's name | To greet and track their next step | We can track their tweets, posts and their speeches available on news. |
| Company name | To catch the business owner’s eye | By knowing about company’s name , we can track their website, what they are working on, and what tools they might be in need of. |
| Industry | It tells about the field and medium of business the company conducts. | This helps to figure out possible relation with other companies. |
| Recent news about the company | To be kept updated with the company’s works and their social status. | It will be used to personalize the emails for suggesting their next step and predict which other business can join in B2B acquisition. |
| Business owner’s public posts | For personalizing the emails we write to them. | To keep updated about the company’s future steps and reflect it on their personalized mails. |