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10 Reasons Why Data-Driven Marketing Generates More Leads

Fancy numbers are great, but how does all of this

"data" mumbo-jumbo actually translate into leads?

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Data science is not voodoo. We are not building fancy math models for their own sake. We are trying to listen to what the customer is telling us through their behavior.

~ Kevin Geraghty

1. More Bang for Your Buck

The success of any marketing effort is measured in terms of dollars per conversion. A campaign that converts 12 people for \$100 is much more profitable than a similar campaign that only converts 7. The right data can help you target more effectively and spend more efficiently.

2. Knowing Your Competition

Another perk of data is the ability to know where your brand stands in relation to the competition. This information is more useful than you might realize; it can give you insight into your market segment, demographics, and viable strategies.

3. Knowing Your Audience

It's very rare these days that a marketing strategy would ignore the digital space. When is the last time you ran a campaign that had no web or social component? One of the hallmarks of a successful digital strategy is the ability to create an excellent user experience, one that draws users in and makes them feel that their needs are understood. Data can tell you what your audience is looking for in their digital interactions with your brand, and you can use that feedback to become more appealing.

4. Personalized Lead Nurturing

When customers make contact with your brand they expect to be engaged, not only with personalized content, but with personalized content delivery strategies. Data opens up the ability to craft intricate automated response chains that provide a tailored experience without having to manually follow up every lead.

5. Realistic Personas

Consumer feedback is necessary to refine a project, but when you're in the early stages of product development and there's no feedback to be had, well made consumer personas are a must. The initial success of your new product or service depends on the accuracy of your assumptions about the people it will be marketed to. The right data can eliminate some of the guesswork so that you get off to a good start right out of the gate.



Big data is about having an understanding of what your relationship is with the people who are most important to you and an awareness of the potential in that relationship.

~ Joe Rospars

6. Audience-Centric Content

It may seem obvious, but marketing that is built on informative, timely content performs better. If you can serve your marketing in a way that intersects with the needs of your target audience, rather than bombarding them with information that is out of context, you will see higher conversions. Use data to find out what would be meaningful or helpful to your audience, and create content to match.

7. Finding New Opportunities

There's nearly endless potential for ideas to form when you're looking at data. Taking the time to decode the numbers is a great way to notice hidden trends in consumer behavior and come up with fresh, innovative strategies that break the mold and create value for your customers.

8. Knowing Where Your Audience Lives

As basic as it is, data makes it possible to gather intel on your audience's geographic distribution, social platform use, and preferred media channels. This is one of the foundational pieces of information that you need to create successful marketing, so it's a no-brainer for this list.

9. Longer Engagement Cycles

By combining some of the previous items on this list you can put together a long-term, thoughtful engagement plan for your customers long after they convert. This is especially true with email due to its highly trackable nature, and the ability to create endless reengagement blueprints. Staying in front of your customers in this way can foster loyalty and generate repeat leads if done well.

10. Creative Confidence

It's easy to look at a data-driven world and see a complete takeover by soulless numbers. What used to be a Mad Men style creative brawl has come to feel more like a laboratory, and maybe that saddens you. Well take heart, one of the most powerful benefits of data-driven marketing is how it frees marketers to be creative! Think about it, with data forming a stable foundation and clear boundaries, marketers can unleash their creative instincts without worrying that the campaign will be a flop. It also makes it easier to swallow that edgy, outlandish pitch when it has reliable, sensible data at its core.



CONCLUSION

Data-driven marketing brings an incredible amount of extra value to your brand, and the usefulness of data goes far beyond these ten examples. Hopefully now you understand more concretely how data can generate more (and better) leads for your brand.