

How Data Quality Drives Today's Digital Marketing Success



Digital marketing has come of age and is an increasingly important part of your B2B marketing strategy.

Sophisticated solutions are now within reach for just about any sized business, making it possible to seamlessly combine traditional offline marketing with an online presence that identifies and develops relationships with prospects and customers. Automated marketing systems are making it easier than ever to deliver thousands of targeted messages with ease. Smartphones and tablets have enabled marketers to instantly put their messages into the palm of their customers' hands.

The latest trends in digital marketing are exciting, but using them successfully requires you to follow some of the same fundamentals as you would in any other B2B campaign: You must know your prospects and clients, understand their needs, and reach them when and where they want to be reached. Intelligent communication can only be powered by investing in and gathering accurate, complete information about the people you are targeting.

Better, detailed data is what is driving the development of powerful personas, effective micro-targeting and accurate analytics. Nearly every advance that has happened to digital marketing recently was powered by the Big Data revolution. Success, however, continues to be determined by the breadth and quality of that data and the strategies and solutions used to maximize that data's effectiveness.

Micro-targeting:

Recent marketing trends show that your clients are increasingly expecting a highly relevant, one-on-one experience with you and your online message. With the push toward more comprehensive, meaningful personas and dynamic content, your digital impact must be more precisely targeted than ever. These high-value engagements are steadily improving and will become a dominant force in digital marketing in 2015 and beyond.

The availability of deep data insights is driving this micro-targeting trend forward. Adding an increasing array of data about a company's key decision makers, technology on hand and firmographics can develop a precise picture of your customers' personas. Combining that with relevant information about their online behavior can help further sharpen your targeting.

With more information available to choose from about your target audience, their companies and their online habits, micro-targeting is now within reach for any sized business. Adopting an individualized approach and using the right data allows you to develop messages that are personalized, responsive, and helps you develop real relationships online.



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Predictive Analytics:

Big data can deliver deep insights and paint a precise picture about who your most likely customers will be. As powerful, innovative tools become available to marketers, more will take the leap toward a truly data driven approach. Making decisions by gut instincts are passé – algorithms have moved to the forefront.

Predictive analytics can be a game changer for digital B2B marketers. With the right analytics, reporting and dashboards, CMO's have the ability to orchestrate instantly better online conversions. One key investment is often overlooked however. Sophisticated analysis and predictions demand accurate, extensive data sets to perform well. It's crucial that this information is verified often – the best data providers will check your contacts against multiple databases regularly to insure your business data is valid and ready to be put to work. If you can't trust your data, you can't trust the models that are built on it, and your conversion rates will fail to meet expectations.

Automation:

B2B marketers are rapidly turning away from manually managing their digital campaigns, and are incorporating automation within their online lead nurturing activities. With the maturation of new tools and technology available to digital marketers, they are quickly incorporating automation software that delivers timely messages to prospects in real-time.

Automation can be a no brainer – saving time and resources that enables marketers to focus on the big picture trends and analysis. But many executives find that their investment in automation fails to deliver higher ROI. This is because automation can only deliver on its promise if the data you use is up-to-date and precisely targeted to deliver the right message to the right person at the right time. Without the right inputs, your automated output may not reach the right people, and could spoil your relationship with the customers you do reach.

Mobile Marketing:

The executives you want to reach are increasingly turning to Smartphones and tablets as their first screen when they are conducting business – they are checking email, doing research and communicating on the go. They also are expecting a business relationship that is calibrated to follow them onto these devices. Having a B2B marketing strategy that can reach them wherever they are will become more essential than ever.

A responsive website is an important part of your mobile strategy, but you need to go beyond that – with high quality data that enables you to target and respond to the needs of powerful contacts where they are looking. Quality



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intelligence about your best customers, combined with new information about their digital behavior enables your mobile investment to pay off. Whether you want to deliver a custom mobile experience through the web, social media or mobile apps, starting with an investment in your data will allow you to reach prospects and clients alike with targeted, quality messages.

The Digital Data Checklist:

How can you be sure that you have the information you need to run a sophisticated digital campaign with all the latest tools and techniques? Here are a few of the things you need to have covered:

- Regular verification of contacts via multiple data sources
- Extensive coverage of businesses across North America
- Built-in incorporation of online behavioral data
- Visibility of top decision makers and executives
- Micro-targeting built on both online and offline data sources
- Deep insights into the businesses size, location and type
- Intelligence that identifies on-site technology



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Success is not easy online. Competition for your customer's eyeballs is fierce. But focusing and sticking to these data fundamentals will allow your digital efforts to go from being ordinary to extraordinary.



About Infogroup Media Solutions

Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.

For more information on our data-driven solutions

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