



# Building a Data-Driven Marketing Plan

# About MCH Strategic Data

- We've been in business for over 90 years!
- We help organizations turn data into value.
- Whether you are looking to use our data to build a target audience, or you need a custom data model, we offer the full spectrum of data and technology services.

# Today's Agenda

- Importance of Data
- Data Sources
- Data Hygiene and Enrichment
- Building a Persona Using Data
- Building a Data-Driven Marketing Plan

# The Importance of Data

“In God we trust, all others bring data.”  
— W Edwards Deming

# Importance of Data



Find new customers



Increase customer retention



Improve customer service



Better manage marketing efforts



Track media interaction



Predict sales trends

# Data sources

“Data are becoming the new raw material of business.” – Craig Mundie

# Data Sources

Marketing  
Platform

Social Media

Offline  
Advertising

Website traffic

Purchasing

Survey

Billing history

Product History

CRM

Third Party Data

Phone/Inbound  
and Outbound

Operations

# Data Sources

- We have more data available now than ever before.
- More data does not always mean more intelligence.
- Data will decay over time, people will have life changing events, input errors from manual entry and inconsistencies in data collection all contribute to data hygiene issues.



# Data Hygiene and enrichment

“Contact data ages like fish not wine...it gets worse as it gets older, not better.”  
— Gregg Thaler

# Data Hygiene and Enrichment

## How much is bad data costing U.S. businesses?

- According to **Gartner** research, “the average financial impact of **poor data** quality on organizations is \$9.7 million per year.”
- In additional research for organizations that **Gartner** has surveyed, the analyst firm “estimate that **poor-quality data** is costing them on average \$14.2 million annually.”

# Building a Persona using data

“When you combine the Buyer Profile with Buying Insights, you will have clear guidance for the decisions you need to make to win their business.”

— Adele Revella

# Building a Persona Using Data

Name and Job Title

Where she works  
What she does

## Demographics

Age  
Gender  
Salary  
Education  
Family

## Goals

Challenges  
Values  
Fears

## Insight

Inner nature—what  
will move this  
person?



## Maria: Marketing Manager



### Works for education technology company

#### About Maria:

Favorite Movie: The Hunger Games

- Binge watches Netflix
- Practices Yoga
- Volunteers at local animal shelter
- Working to pay off student loans
- Recent graduate of University of Nebraska

#### Personality Traits

- Passionate versus competitive
- Brand loyal
- Likely to job hop -- especially if she reaches a point in her current job where she loses her passion
- Independent
- Makes decisions based on emotional and rational connections
- Gives credence to friends and family points of view

### Pain points at work



- Marketing results are falling short
- Email campaigns are lackluster
- Sales complains about quality of marketing leads
- Not enough time to analyze results
- **If results don't improve, marketing budgets will get cut**

### What can MCH do to help solve some of Maria's pain points?

#### Marketing campaigns are falling short:

Probe to find what they mean by falling short. If they can't articulate why, it might be a good idea to talk about our customized analytics solutions. We can help them identify their current customer segments, or even find new prospects who look like their best customers.

#### Email campaigns are lackluster:

Why are campaigns lackluster? Who is deploying? Are they using segmentation and scoring? MCH can help with a variety of solutions, from deployment, applying eRespond scores, and even customized campaign analysis.

#### Need better quality leads for sales:

Are they using lead scoring techniques? It might be a good idea to perform an analysis on leads to identify which leads are ready to purchase now, and which leads need additional nurturing.



#### Not enough time to analyze results:

Most often, when people say they don't have time to do something, it is because they are not fully automating everything they can. MCH's technology services can help automate data delivery, reporting and more.

### What is the MCH value proposition for Maria?

**MCH is a trusted partner that can empower Maria to make more informed decisions about her marketing campaigns, which will ultimately give her time to focus on what she is most passionate about.**



## Blake: IT Director



**Works for  
education  
STEM  
curriculum  
company**

### About Jim:

Favorite Movie: The Avengers

- Single-no children
- Video game enthusiast
- Reads classic comic books
- Enjoys specialty coffees

### Personality Traits

- Introvert
- Reads tech publications
- Shops at Best Buy
- Manages finances through online banking and online investing
- Treats himself to the latest gadgets (Apple watch, video game console, etc.)

## Pain points at work



- Not enough internal resources to get the job done
- Working with legacy technology
- Need to improve data and tech architecture

**What** can  
MCH do to  
help solve  
some of  
Blake's pain  
points?

### Not enough resources to get the job done:

MCH has a team of technology specialists and data engineers that can work on a project bases or be an extension of internal IT teams.

### Working with legacy technology:

MCH's team of data engineers and technology experts can develop the infrastructure to either eliminate old technology or make it work in a better environment.

### Improve data and tech architecture:

MCH can provide a roadmap for developing your data and tech architecture or build it from scratch. MCH is a Microsoft Certified Partner and has the expertise to build, test and evaluate data and tech architecture.

**What** is the  
MCH value  
proposition  
for Blake?

**MCH is a trusted partner that can help  
Blake improve the performance and  
operations of his team through the use  
of data and technology services.**



# Building a data-driven marketing plan.

# What is a Data-driven Marketing Plan?

- In its simplest sense, it means utilizing data to pick the best media for reaching the target - without any preconceived biases.
- Serves your message to the right audience at a critical point in their journey.



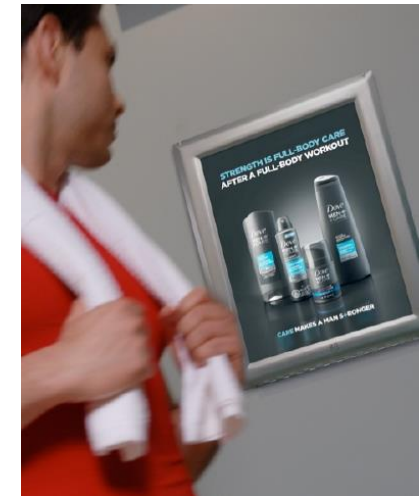
# The more you know about your audience– the better!

- Who are you targeting?
- What are their interests?
- Where do they hang out?
- When do you talk to them?
- Why do they need you?
- How do you talk to them?



# Developing a data-driven marketing plan

Maria



NETFLIX



# Developing a data-driven marketing plan

Blake



# Developing a data-driven marketing plan

## Defining metrics prior to planning:

- What is the most important metric we can monitor right now?
- What are the most important metrics we can monitor at each stage of the funnel?
- How might our KPIs change in the future as our business matures?

# Developing a data-driven marketing plan

## Common pitfalls:

- Data isn't consolidated.
- Attribution of last click.
- Delayed results (no real-time results).
- Multiple dashboards – no single source of truth.
- Improper media expectations (brand campaign being measured against leads generated, etc.)

# Developing a data-driven marketing plan

## Importance of testing:

- Definition of *testing*.
- Deploying multiple marketing scenarios in order to evaluate and select the most promising for expansion.



# Developing a data-driven marketing plan

## Types of testing:

- Concept testing.
- Message testing.
- Subject line testing.
- Landing page elements testing (forms, buttons, copy).
- Offer testing.
- Product beta testing.

# Developing a data-driven marketing plan

## Best practices:

- Understand your data, where it comes from, age of data, hygiene, etc.
- Utilize third party data to enrich and clean your existing data.
- Utilize data to understand your audience.
- Utilize data to pick the best marketing channels that resonate with your audience.
- Not a one-size-fits-all program.