

5 WAYS A MARKETING DIRECTOR SHOULD KEEP AHEAD IN THE **'BIG DATA' WORLD**



MARKETING IN THE 'BIG DATA' WORLD

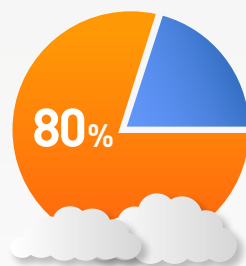
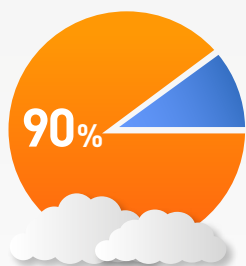
What is 'Big Data'?

'Big Data' refers to any data sets which are so large and complex they are difficult to manage using traditional methods and software. This includes anything from medical records and military surveillance to the results of the Large Hadron Collider experiments.

The 'Big Data' that marketers are concerned with is the digital content that's being created which provides insights into your customers. Think YouTube videos, social media comments, Facebook likes, Instagram photos, instant poll results, LinkedIn group discussions. **It's the sexiest new marketing tool around!** The amount of information now available about your customers has become so huge that innovations are emerging to handle these disparate forms of data. It is imperative for marketers to understand Big Data to be successful in the rapidly changing digital world.

It means that you have opportunities that have never been seen before to deliver targeted customer experiences based on in-depth insights. This will enable you to develop relationships with customers and keep them engaged over the long-term.

MarketingProfs recent seminar '[How to Harness Big Data for Your B2B CRM Efforts](#)' revealed that:



90% of the world's data has been created in the past two years; and

80% of this new growth data is unstructured content - meaning it can't be stored in rows and columns - such as emails, presentations, images, videos, social media posts and conversations, and PDFs

Instead, organisations are storing this data as Blobs (Binary Large Objects) in relational databases and using it to gather intelligence about what people are interested in, what they're saying about the companies whose products they have bought, and what they might do next.

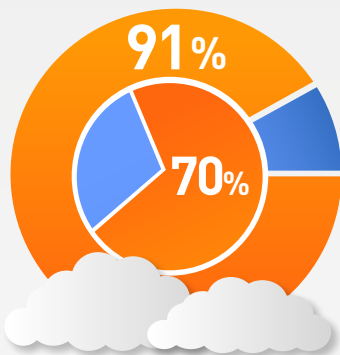
Combining these insights with the interactions that your email marketing results and website analytics reveal gives a fuller picture of customer interests than was possible before.

So how can you make the most of these opportunities? We've come up with some tips to help you.

5 WAYS TO KEEP AHEAD IN THE 'BIG DATA' WORLD

TIP 1

MAKE YOUR MARKETING TEAM A DATA DRIVEN ONE



The amount of data now available can seem overwhelming. **According to a study [reported on by eMarketer](#), 91% of respondents were concerned about driving ROI from big data and 70% about making sense of all the data coming at them.**

While the change to a more analytical role may seem daunting to many marketers, [HubSpot has come up with some simple steps to make the transition to a data driven team easier](#), which in summary are:



Put the right analytics in place



Back up marketing decisions with data



Assign specific metrics to individual marketing team members



Reward the highest achievers



Establish benchmarks



Use data to drive content creation



Set metrics-driven goals



Use A/B testing



Have regular progress reports

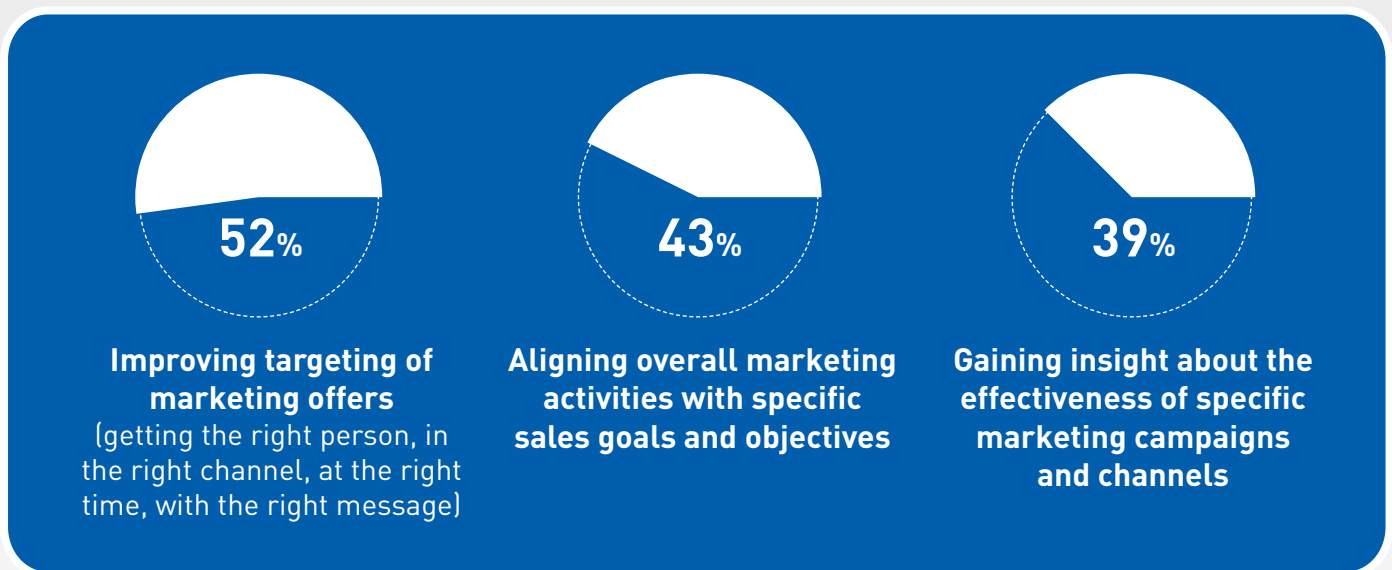


Share your data driven research across the business

TIP 2

BE CLEAR ABOUT WHAT YOU WANT YOUR BIG DATA TO ENABLE YOU TO DO

Without a goal in mind for what you want your data to help you achieve, you'll be floundering in a world of analysis for no good reason. In its ['Big Data for Marketing: Targeting Success'](#) report, The Aberdeen Group revealed marketers' top three priorities are:



TIP 3

DON'T JUST LOOK BACK, LOOK AHEAD



So you've got a handle on all the data, and have your processes in place. Now, to make the most of what it reveals about what your customers and prospects have done in the past, use it to predict what they'll do in the future.

In the article ['5 Ways Marketers Can Boost the ROI of Big Data'](#), MarketingProfs says that using the knowledge you are gathering about when your customers make their purchase decisions makes marketing products or services to them when they want or need them much easier.

TIP 4

INTEGRATE YOUR DATA STORAGE TO GAIN HOLISTIC INSIGHTS FROM STRUCTURED AND UNSTRUCTURED DATA



Harnessing the power of Big Data analytics in a format that is easy to digest, analyse and share has been one of the biggest problems of the digital data explosion, but things are changing. In 2011, the [winner of the top prize at the Media Guardian Innovation Awards was Apache Hadoop](#) - an open source, flexible storage framework that can handle both structured and unstructured files and share analysis from them.

Another new kid on the block is [Origami Logic](#), which is a product built specifically for marketers that brings together big data analytics, data science and data visualisation technologies to deliver marketing insights. Integrated with a CRM system, these tools can work wonders.

TIP 5

REMEMBER THAT OLD STYLE MARKETING FUNDAMENTALS REMAIN THE SAME; THEY ARE JUST DELIVERED IN A NEW WAY



In its recent article '[Seeking CMOs: Must Know Big Data and Digital Marketing](#)', Forbes interviewed Dick Patton, Global CMO at the international executive recruitment company, Egon Zehnder. He highlighted that the fundamentals of marketing remain the same, with the aims still being to build your brand, create awareness, and encourage trial, repeat purchase, preference and advocacy.

So make sure your team has an excellent grounding in the old ways and an appetite to deliver them in new ways.

Next steps

By following these tips and combining people, processes and technology to harness the opportunities the Big Data world brings your organisation, you can:



Manage the growing volume of data



Strategically integrate new data sources



Build a strong data infrastructure



Find the true business value of Big Data

Although new technologies are springing up all the time, the ideal starting place to manage data is your CRM system. Make sure the data you currently store is clean and is being used as effectively as possible!

Have you been burnt by your first CRM implementation?

Discover how you can fall back in love with CRM second time around!

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