

The Circle of Success: Data – Understanding – Customers

Learn why data-driven marketing is becoming a key tool for SMEs to deliver effective campaigns that profitably engage their customers.



Good quality data is the fuel of a successful data-driven marketing campaign. The collation and analysis of data is just the beginning of the circle of success. It then leads to insight and a better understanding of your customers' needs. By using the data to get closer to your existing customers you can inspire loyalty, develop new products and services; and what is more you can attract new customers.

“Gartner Says CRM Will Be at the Heart of Digital Initiatives for Years to Come”

this report by the analyst firm says that smartphones, tablets, mobile applications are changing Customer Relationship Management (CRM) even faster than social media.

Citing Forbes magazine, Softwareadvice.com's Mobile CRM Software UserView article says that

30%

of sales organisations now issue tablets “as the primary device for salespeople, and bring your own device (BYOD) policies are becoming increasingly common.”

Softwareadvice.com conducted its own survey and found that:

82%

of salespeople who use their smartphones and tablets to access their organisation's mobile CRM system find that it improves the quality of data they input.

50%

of sales representatives who use both kinds of device to access their CRM system found that it improved their efficiency and productivity.

37%

of those surveyed said that sales content management was regularly used, and

31%

said they would use it ahead of reviewing and inputting contact information.

Contact centres can also use data to know how best to solve customer queries, and to deliver better customer service. Poor data and business processes, a lack of empathy, and a failure to understand customer needs often leads to lost sales and increases in customer churn.

- Data-driven marketing content that doesn't use good quality data and insight to connect with each customer leads to the same conclusion.
- Treat your data and customers as part of the same coin. They are as equally important and valuable as each other.
- Use an effective data collection and management systems to begin to understand your customers, to create new sales opportunities and customer loyalty.
- Remember that without good quality data you also can't understand your customers.

Understanding customers begins with collating good quality data.

Analysing customer data leads to greater insight and understanding of customer needs, providing opportunities to make customers more profitable and loyal.

CRM is increasingly going mobile and this can make salespeople more productive, and able to sell more products and services.

Data-driven marketing drives the creation of effective marketing content – digital and traditional.

Find out how you can reduce customer churn, create new sales, and increase customer loyalty and profitability by downloading our eGuide:
The Ultimate Guide to: Using CRM for data driven marketing success

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