EMBRACING THE POWER OF DATA

DIAL 844- WEB ADIGO
(844-932-2344) *NO ID NEEDED*

START TIME: 5 MINUTES AFTER THE HOUR
WE'LL GO FOR 20 MINUTES UNTIL 25 PAST

A Conferencing Tips Webinar with Brad Volin, President of Adigo

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AGENDA

- Intro's
- Using data to grow your business
- The importance of data in marketing
- Data tools for businesses
- Companies successfully using big data
- Questions

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INTRODUCTIONS

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- President, Adigo
- Experience at Public and Private companies

- **Simple way Adigo uses data:**
  - **Types of calls people have. We can suggest better ways to do larger calls for example.**

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WHAT IS DATA?

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Data: Facts and statistics collected together for reference or analysis.

Business data: Information about people, places, things, business rules, and events in relation to operating a business.

Analytics: The study of business data that uses statistical analysis to understand patterns and trends in order to foresee or predict business performance.

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USING DATA TO GROW YOUR BUSINESS

○ **Look through the data you already have**
- What are you collecting on a regular basis?
- Does it show an area where you fell short?
  - ○ Look for ways to remedy these areas
- Look for underlying trends
  - ○ what changes can you make to take advantage of these trends?

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USING DATA TO GROW YOUR BUSINESS

○ **Create compelling visualizations from data**
- Helps drive brand awareness and increase conversions.
  - ○ Visuals are easier for people to understand and remember.
 - ○ Transform stats and spreadsheets into visually-compelling stories through infographics.

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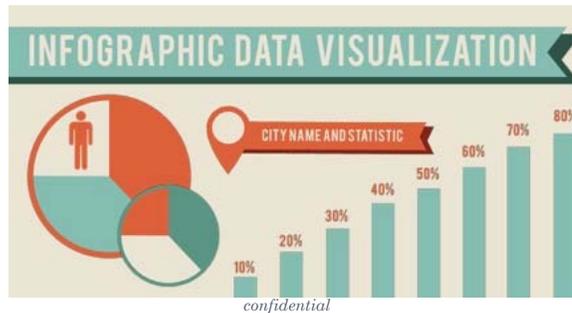
USING DATA TO GROW YOUR BUSINESS

- **Use data in Human Resources**
  - Track the performance of employees, identify knowledge gaps and streamline training procedures.
- Connect employee performance to metrics
  - Create a more informed and motivated workplace.
  - When employees can see the data behind their performance, they'll have clearer benchmarks of success.

Employee Data

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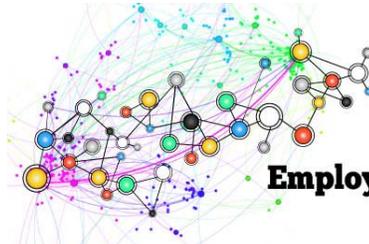
USING DATA TO GROW YOUR BUSINESS

- **Use data to match sales reps to customers**
  - Use demographic data to optimize customer service.
  - Match your sales reps to particular demographic segments to improve close rates and improve customer satisfaction.

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THE IMPORTANCE OF DATA IN MARKETING

- **Use social media data to build creative campaigns**
  - Set up alerts for your company name or campaign phrases that you are actively using.
    - Use this information to relate to your audience, develop new concepts and solve specific problems.

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THE IMPORTANCE OF DATA IN MARKETING

- **A/B Testing**
  - Present one variation to a section of your audience and the other variation to another section. Measure the revenue generated from each and implement the variation that generated the most revenue.
  - Test everything you can:
    - advertising copy
    - subject lines in emails
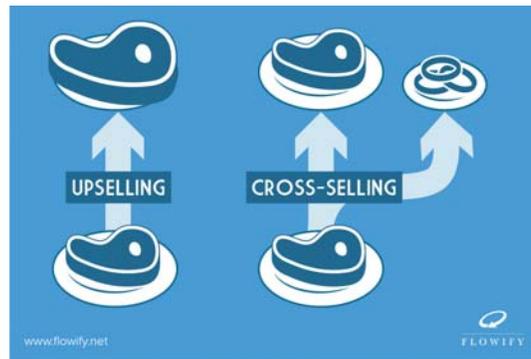   - Print materials
    - Website landing pages

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THE IMPORTANCE OF DATA IN MARKETING

- **Use customer data to cross-sell products and services to existing customers**
  - The more products a customer purchases from your company, the higher a customer's lifetime value is.

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THE IMPORTANCE OF DATA IN MARKETING

- **Use a re-targeting pixel**
  - Place a pixel on the backend of your website and implement a display re-targeting campaign.
  - This will serve branded advertisements to users who visit your site and drop off without converting.

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THE IMPORTANCE OF DATA IN MARKETING

- **Provide the right message to the right audience**
  - Use data to get to know your consumers
    - what are their biggest problems that you can solve?
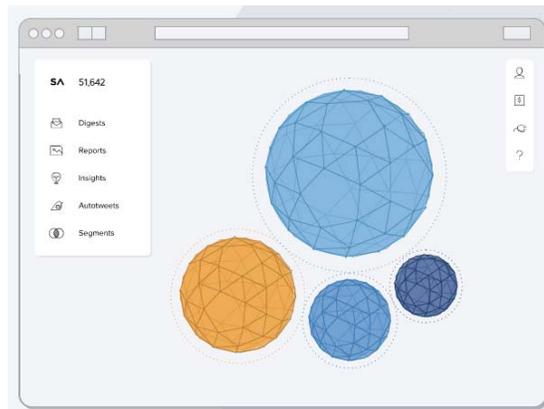   - What is the best way to effectively communicate with them?

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DATA TOOLS FOR BUSINESSES

SumAll

- A powerful data analytics tool that allows customers to view all of their data in one easy-to-use visualization. Social media, email, and traffic data all come together to provide a complete view of your business activity.
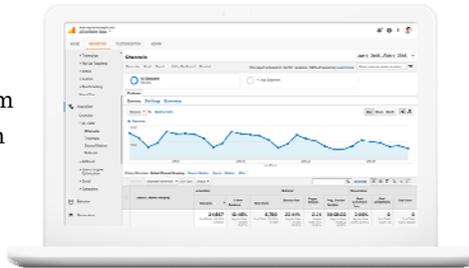

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DATA TOOLS FOR BUSINESSES

Google Analytics

○ Track and analyze visitor behavior:
  • Where traffic is coming from
  • How audiences engage with your website
  • How long visitors stay on your website

This information will help you make better decisions with website implementation, digital campaigns, and social media.
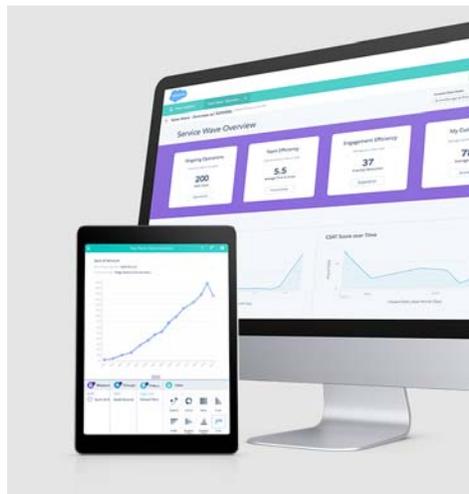
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DATA TOOLS FOR BUSINESSES

Wave Analytics from Salesforce

○ Provides instant access to insights in a self-service, intuitive model.

○ Designed for use across all your devices.

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COMPANIES SUCCESSFULLY USING BIG DATA

○ **Netflix**
- Used data to developing insight into consumer feelings and reactions.
- This data helped the development of original programming.
  ○ The political drama "House of Cards" was created in direct correlation to consumer habits and tastes.

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COMPANIES SUCCESSFULLY USING BIG DATA

○ **Pepto-Bismol by Procter & Gamble**
- Used social media data to learn that consumers mentioned Pepto-Bismol on Facebook when recovering from hangovers
- The company launched a campaign to remind consumers to take Pepto-Bismol before drinking to avoid symptoms.
- Pepto-Bismol improved its market share by 11% in one year.

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COMPANIES SUCCESSFULLY USING BIG DATA

- **Starbucks**
  - The company's ability to maintain a number of locations in close proximity to one another is a function of big data.
  - Starbucks stores are placed in adjacent locations thanks to location-based data, street traffic analysis, demographic info and data compiled from other locations.

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COMPANIES SUCCESSFULLY USING BIG DATA

- **Free People (a clothing store for young adults)**
  - Uses customer records to shape future decisions.
  - Data on what sold, what didn't, and what was returned helps decide product recommendations, the look of the website, campaigns and promotions.

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RESOURCES FOR EMBRACING THE POWER OF DATA

- http://www.smartdatacollective.com/jessoaks11/330428/4-big-companies-using-big-data-successfully
- http://www.businessnewsdaily.com/6358-big-data-solutions.html
- http://www.inc.com/drew-hendricks/6-companies-using-big-data-to-change-business.html
- http://www.kdnuggets.com/2016/02/4-ways-data-grow-business-2016.html
- http://www.inc.com/ken-lin/6-ways-you-should-be-using-data-to-improve-your-business.html
- http://www.infoworld.com/article/2893740/big-data/5-steps-for-transforming-your-business-using-data.html
- http://www.connectfirst.com/7-ways-grow-business-using-big-data/
- http://www.forbes.com/sites/theyec/2015/06/12/simple-ways-you-can-start-using-data-to-improve-your-digital-marketing/3/#61b64b5e1f9c
- http://www.ngdata.com/how-to-leverage-big-data-in-your-marketing-strategy/
- https://www.entrepreneur.com/article/245493
- http://cloudtweaks.com/2015/03/surprising-facts-and-stats-about-the-big-data-industry/

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CONNECT

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How helpful was this?   1 (not much) – 5 (super)

For links, details and references, see our post:

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