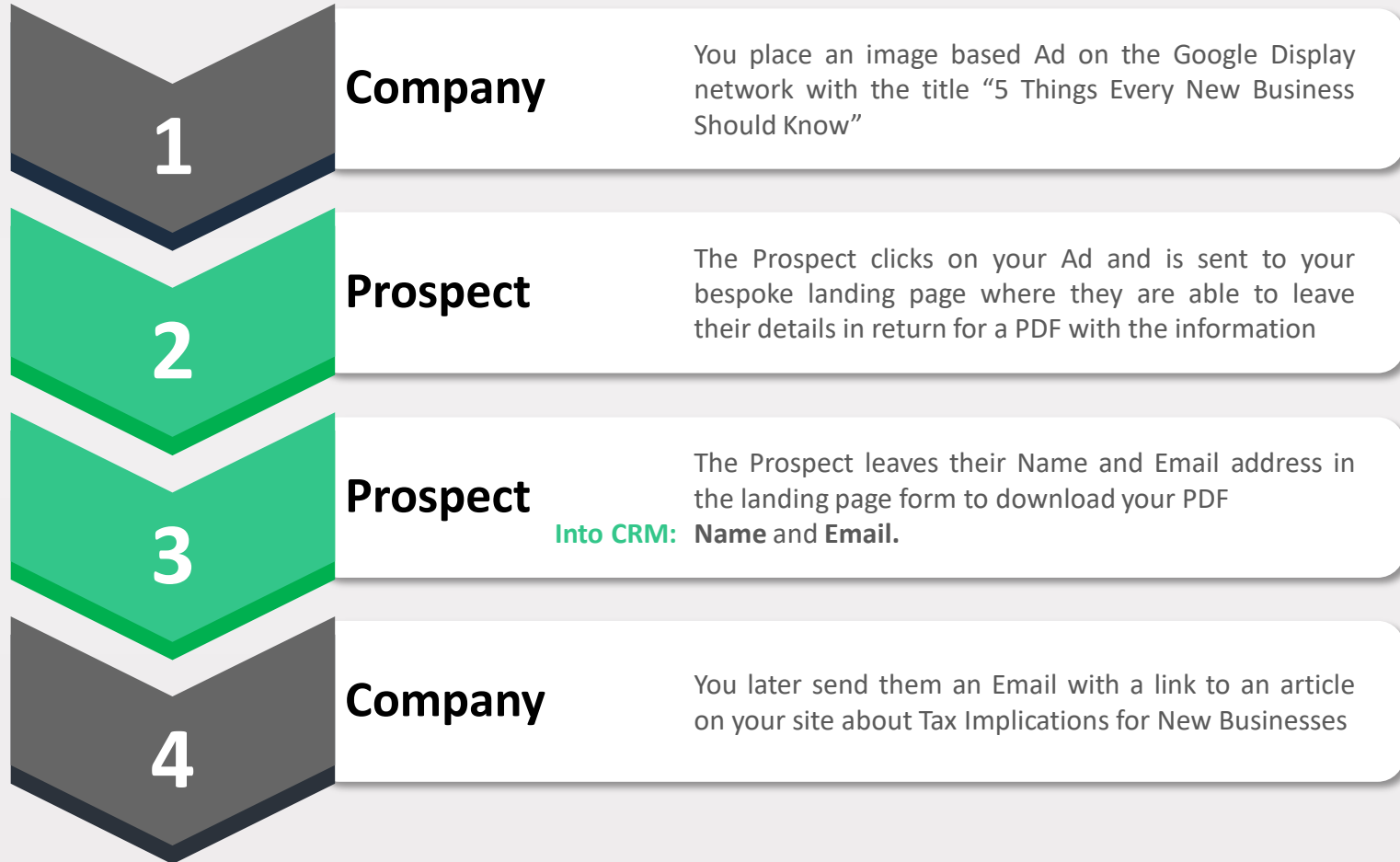


Using Data-Driven Marketing

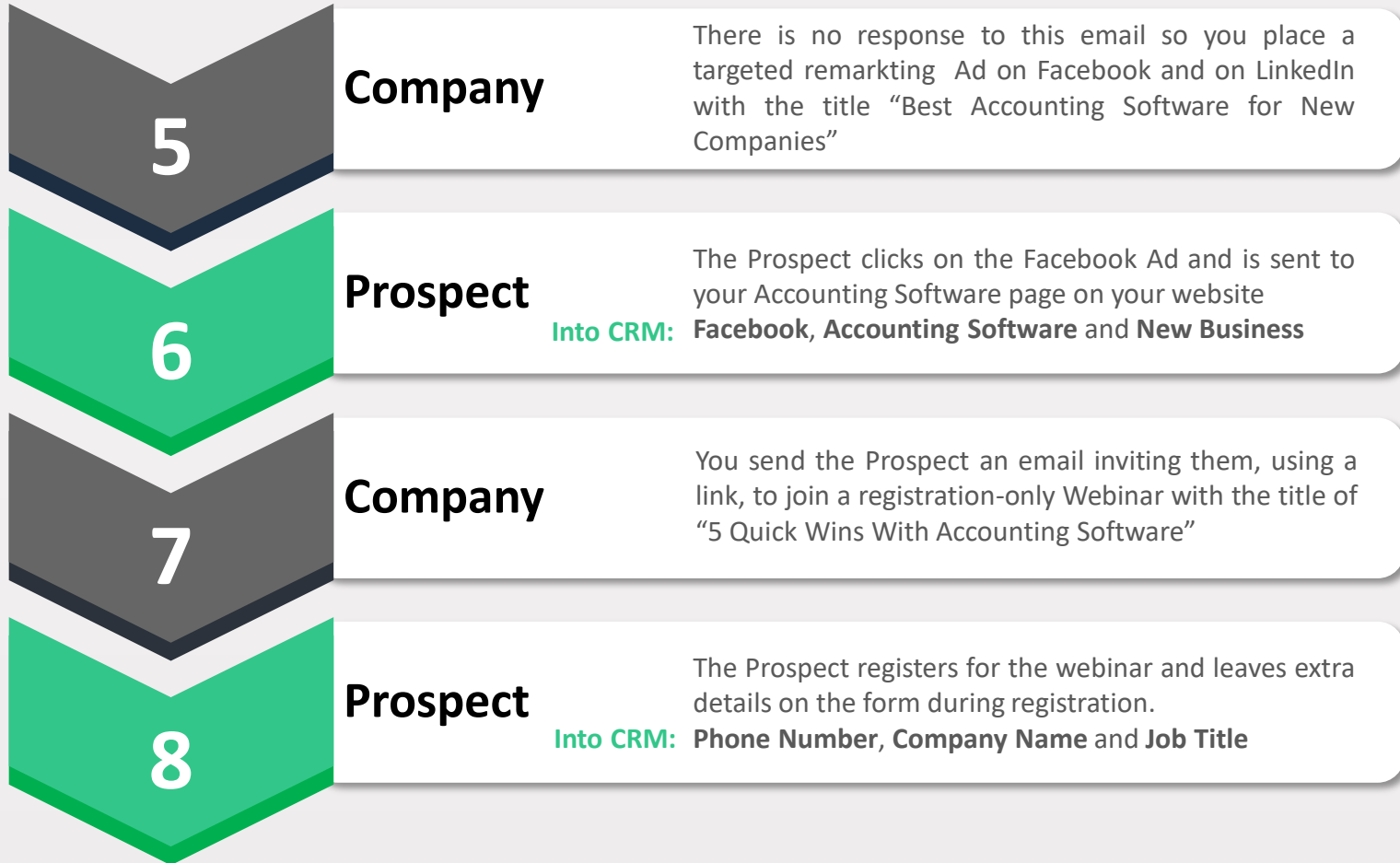


A simple illustration showing how Data-Driven Marketing can inform Customer Journey Mapping, personalisation and email automation. In the following representative example of a previous client of mine, the company runs a website dedicated to helping new businesses get the information that they need to start-up and grow.



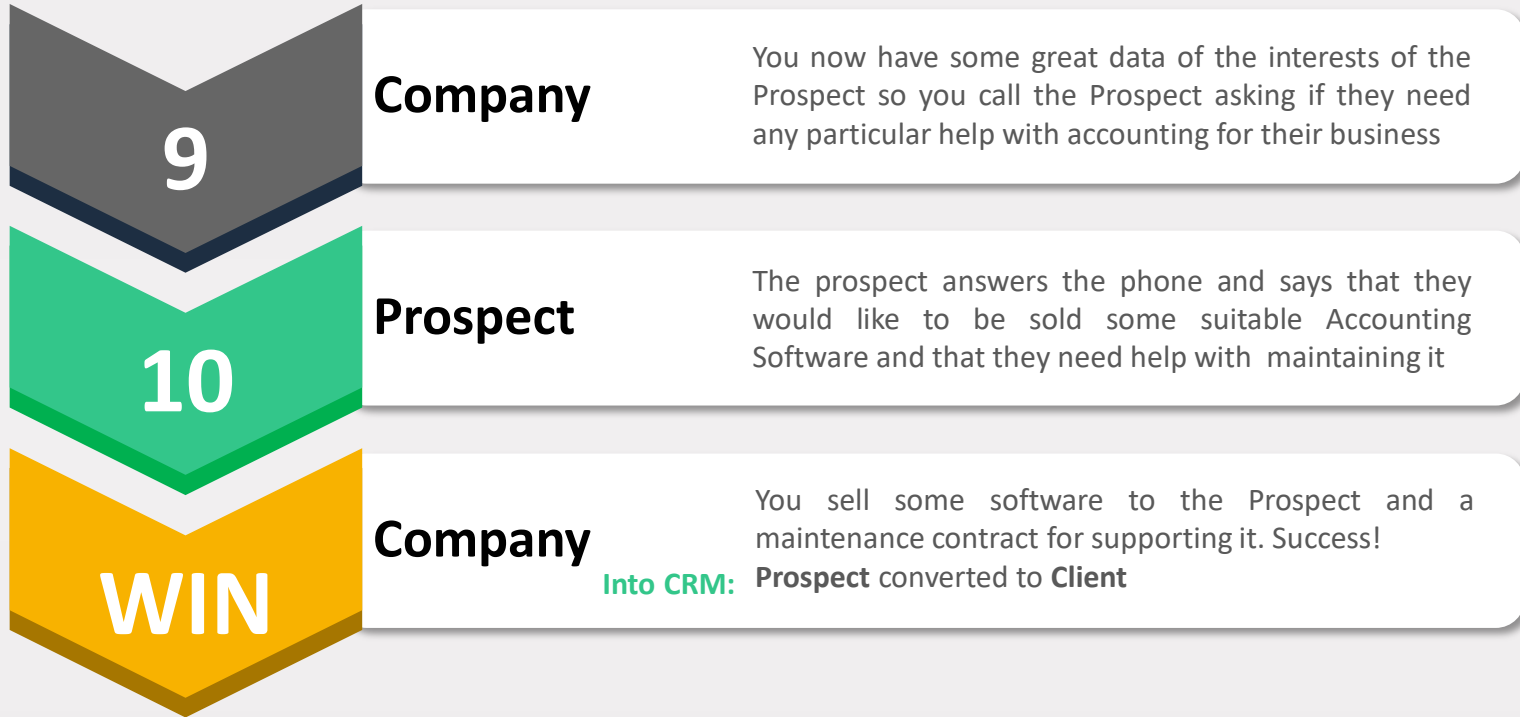
Contact Adrian on [0208 123 9000](tel:02081239000) at www.Online-Marketing-Consultant.co.uk to have your own marketing automation system created that will help your business convert new leads.

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Summary

With correct targeting using the right content on the right channels, at the right time, you have managed to convert a Prospect into a Client. You started off with providing informational and educational content that resonated with the Prospect. This led to developing a relationship based on trust, integrity and authority using thoughtfully placed content that truly identified the interests and needs of the Prospect and actually helped the Prospect on his journey. Due to this, conversion was always going to be much easier.

CRM

Using this sort of method you have added some great data into your CRM which might well look like this now:

Status: Client	Channels Used:
Name: Adrian Elford	<input checked="" type="checkbox"/> Facebook
Company Name: RS8	<input type="checkbox"/> LinkedIn
Job Title: Online Marketing Consultant	Interests:
Email Address: ade@rs8.co.uk	<input checked="" type="checkbox"/> Accounting Software
Phone Number: 0208 123 9000	<input type="checkbox"/> Tax Advice
	<input type="checkbox"/> Marketing Help

You can use the same process to nudge them over the line when trying to cross-sell your other services!

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