Jamie Allan
SIMPLY MAKING THINGS HAPPEN

Data Driven Targeting/CRM Specialist
Profit from your Customer data

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DATA MANAGEMENT

## ARE YOU WORKING WITH CLEAN AND UP-TO DATE DATA?

1 Where is your Data?

Find out where your data currently resides – as paper documents in files, on spreadsheets, on other PCs, on servers.

2 Data Audit.

Clean your Data for GDPR compliancy so you are not talking to the wrong customers at the wrong time and help Marketing target the right customers.

21% of marketing budgets were wasted as a result of bad data*
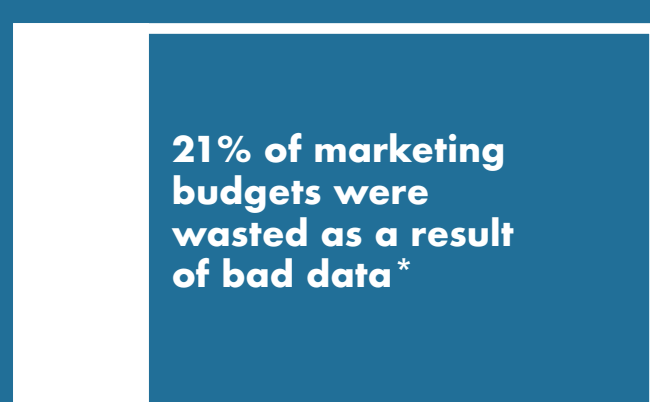
*Forrester and Marketing Evolution

3 Profile and analyse your Data.

Do an 80/20 profile analysis by value so you can see who your best paying customers are.

Analyse geography, behaviour, demographics and lifestyle and segment your data further to provide detailed insights.

8020

4 Manage your Data.

via a customised CRM so information can be shared across the business.

Enhance your data by talking to your customers and create a positive relationship which inturn will deliver a superior Customer Experience.
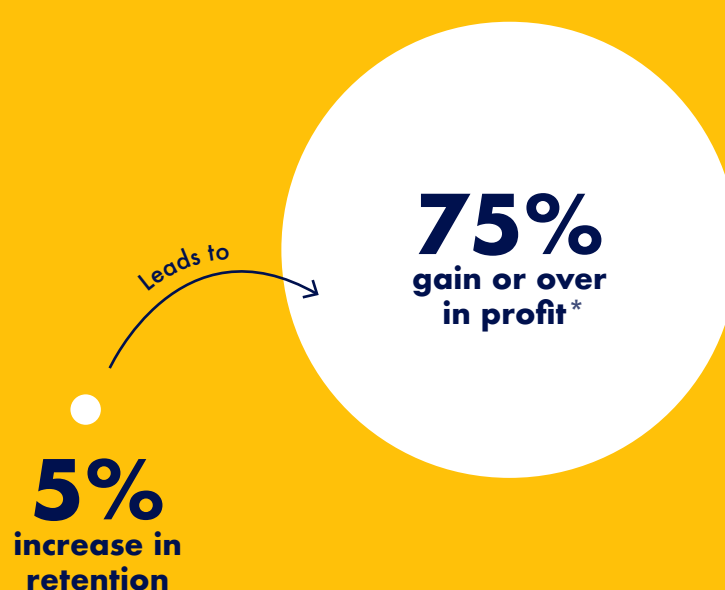
Get buy in from all stakeholders who will use the CRM

5 Create Loyalty.

Create Long Life Time Value (LTV) by retaining your customers.
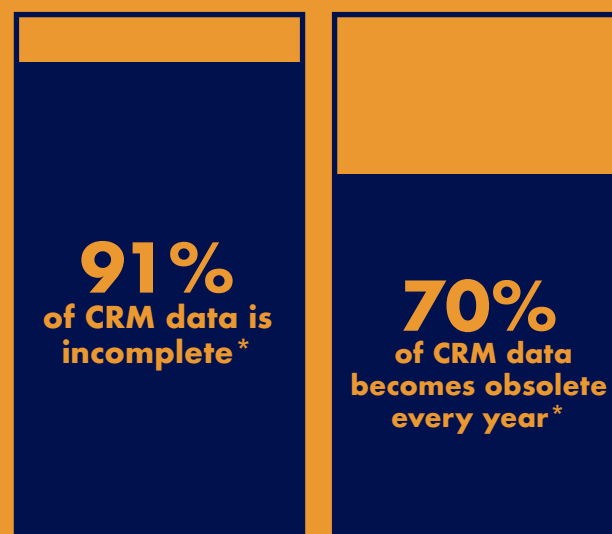
This in turn will generate referrals.

Leads to

75% gain or over in profit*

5% increase in retention

*Bain and Co

6 Maintain your Data.

Regularly maintain your Customer Data and stay ahead of your competition because they are probably not doing this.

91% of CRM data is incomplete*

70% of CRM data becomes obsolete every year*

*SalesForce

YOUR DATA IS YOUR MOST VALUABLE ASSET.

IT WILL DELIVER INSIGHTS FOR SALES, MARKETING (E.G TARGETING, WEBSITE, CONTENT, SEO)

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