

Connor Elfrink – Data Driven Marketing Website copy

The following is original copy created for a Florida-based marketing agency. The copy incorporates the agency's brand voice and these key objectives:

- Deliver clear messaging with some personality
- Create a *delightful* user experience / encourage users to stay on site
- Maximize effectiveness of blog content

Data Driven Marketing: An Evolving Art



Marketing was once an art form dominated by the wordsmiths. A paint brush key stroke here, well placed rhyme there, and *BOOM* - we've got the customer hooked! While words are still important, digital technology, through data and measurement, allows us to take a much more scientific approach to marketing - *Don Draper* meets *Malcom Gladwell*.

With this new, more exact nature, customers want more accountability from their marketing services.

- This makes sense, as we can now measure the exact Return on Investment (ROI) of marketing services.
- In the olden days, you'd shoot some TV ads, pop few billboards here and there, and wait patiently (with no exact way to truly measure impact).



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[Download Now: Data Automation Free Ebook PDF](#)

So we can now provide exact measures of your ROI for marketing services. Sounds fairly simple, right? Grab the data and see the reach? Well, some barriers still get in the way of truly measuring ROI.

Why is my data not giving me answers? | [Collect the Dots, Before Connecting the Dots](#)

If *only* data could speak! What it may tell you is that you're not collecting the right data – or may not even have access to it. Comparability across channels (social media, print, email, SMS), is key. Beyond that, once data is collected, you need to ensure you're looking for the right insights.

- ▶ 69% of marketers say that tracking ROI for events is their primary challenge. (Aberdeen Group)
- ▶ Only 48% of marketers report having *any* event ROI metric in place (Regalix)
- ▶ 82% of marketers cannot quantify the data received from attendee interactions at their corporate events (Kissmetrics)

How to measure data? | [Go Beyond the Click](#)

Everything can be measured, and data reduces uncertainty.

- A multi-channel marketing approach moves beyond studying one little click.
- We can now study how long a customer actually hovered over an ad: [Think with Google](#) is a great tool for this.
- With better insights into display advertising effectiveness, you can measure success through viewability and interaction, and move beyond counting clicks.

How to efficiently put data to work? | [Systems of Intelligence](#)

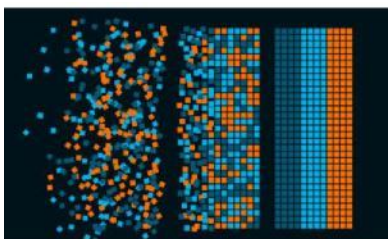
A Systems of Intelligence (SOI) marketing database is built upon actionable and identifiable data that achieves real and measurable business outcomes:



An effective Systems of Intelligence / marketing data plan involves surrounding yourself with the tools to best understand your business - and connecting with a team that can help you do it. You can leverage all the current technologies, gather data across channels, and find real insights.

Looking for an easier way to put your data to work for you? Get [in touch with us to](#) start building your System of Intelligence.

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