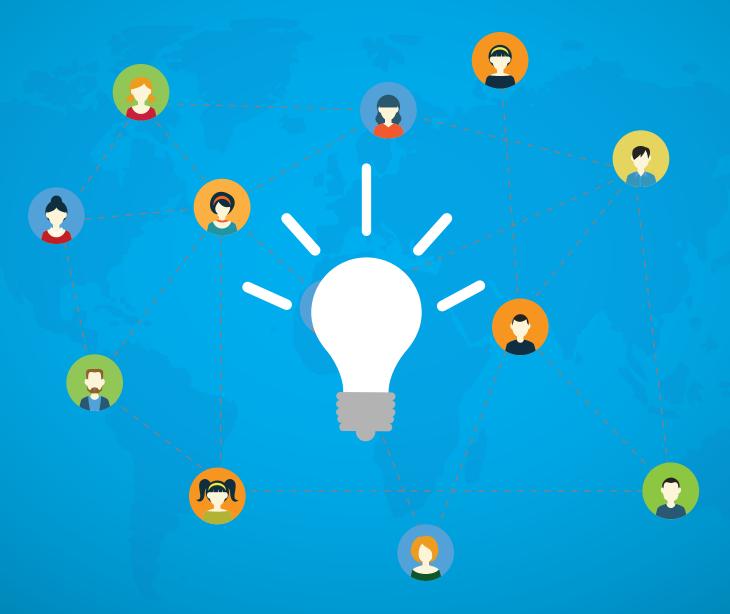# 5 WAYS TO CREATE AND MANAGE B2B DATABSE EFFECTIVELY

Article by TECHNO DATA GROUP

*I*n today's business scenario, budgets are static while goals are increasing. As a B2B marketer with big growth goals, you need to focus on the markets that matter. To maximize campaign effectiveness and marketing budget ROI, your goal is to identify each unique prospect on extremely targeted criteria that most closely correlates to their most likely propensity to buy. In such a fast paced business environment, B2B marketers and business professionals strive to get maximum profits from their investments. The success or failure of a business depends on the quality of the business database.

This article offers works as a guide that will give you actionable steps and preferred business practices for B2B marketing professionals. Run the following practices in comparison to your old traditional methods and see the difference for yourself:

Know Who Your Buyers Are:

1

Business practices should target those people who are most likely to become your customers. You can get this data by looking at past purchase trends. You must consider demographic factors like industries, geographic distribution, company size, designations etc. Also remember, while retaining existing customers is important, you should always make efforts to gain more of new buyers.

After making these attempts, you can make a comparison of your current and previous buyers that are visible in the database and do a little research on their behavioral trends. You will be able to group these people into either influencers or buyers. You can then deep dive into their response mechanism for the entire buying cycle.

Finally, to meet your marketing objectives, make sure that you have enough of each of these profiles in your database. Customize your messages and outreach programs to the needs of your audience. This entire process will help your marketing programs reach their full potential.

2 Good Refining Of Your Database:

In the opinion of the experts at Sirius Decisions, a data base with 75% business records is considered to be of average quality and that with 90% is regarded to be the best in class. To have a great database, start with some cleaning. You can make a better effort of refining your business and marketing database by removing those records and contacts that have no role in enhancing your sales. Normalize the data on the basis of capitalization and customize it in terms of title and cell phone number etc. This will help eliminate incomplete contacts. Also do away with records from where mails have bounced back or people have unsubscribed. Beware, for this process can be quite tedious. But you can be assured of a smoother sailing later, so the effort will be worth it!

3

Create Database From Reliable B2B Sources:

When you are replacing useless data with useful data, you might realize that your database lacks adequate marketing contacts to promote your marketing and business campaigns. Reaching your desired number of buyers is an interesting game. Keep in mind the marketing funnel and reach out for a calculator to know how many leads are required to reach the desired number of consumers.

If you want to buy marketing data, make sure that the seller has a reliable procedure to manage the database of marketing consumers. Genuine and valid data may come at a price but it is much more likely to bring you profits in the end. The data seller, in most of the cases, will be able to tell you about the quality of data that you are buying. He/she will give you a genuine guarantee about the database he/she is selling.

Have A Clean Database:

You might be aware that no database is fully valid and perfect. If you search for multiple ways to get genuine and validated B2B marketing database, your company might get the advantage of reaching the right audience. The best way to keep a clean database is to keep the number of data fields low per form. This tactic will enhance the conversion rate and also prevent consumers from skipping or fudging those data fields in the form.

Repeat Useful Data:

5

You may have got the cleanest contact list and employed the best practices in procuring and maintaining the B2B database, but the data is likely to decay at a rate of 2% per month or even higher. This does mean you should discard the data. However, judge the state of your database every month and don't forget to include the useful B2B contacts in your new business database.

Keep an eye open for new contact information coming in through auto reply mails. Make the best use of the windfall by sending out a welcome message to introduce your company and to get them to opt-in too for your program.

This kind of task involves manual efforts and lot of time. You should make scheduled attempts to make your business database clean and useful. Employing third party for data cleansing can save on your manpower cost, provide better campaign performance and keep the email deliverability rate higher by reducing hard bounces.

About Us

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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