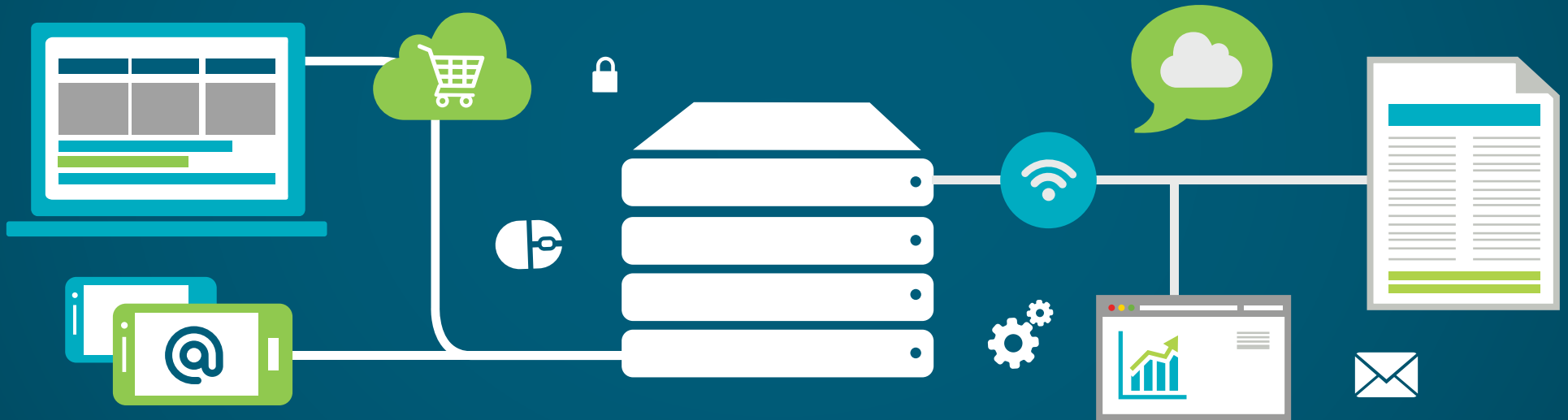


4 TIPS TO ENSURE A SOUND STRATEGY FOR DATA MANAGEMENT



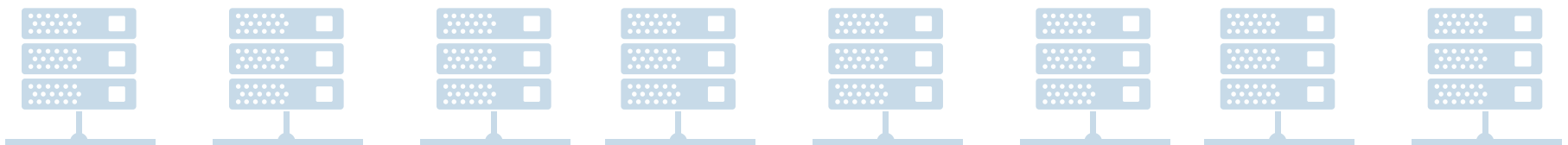
Article by TECHNO DATA GROUP



Every once in a while, the data that is really the building block of your organization should be revisited and checked. You may be a wizard in coming up with new marketing strategies, and never-heard-before insights, but any organization is only as good as the records it maintains. Remember, for the strategy to work, the underlying data in terms of records, numbers, email addresses, client database etc. have to be in order.

For the sake of an analogy, consider a building whose foundation is weak. It is bound to be more susceptible to falling than the one with a strong foundation, right? Same is the case with organizations too.

Here Are 4 Indicators or Points to be considered to ensure you follow a Healthy Data Management Strategy:



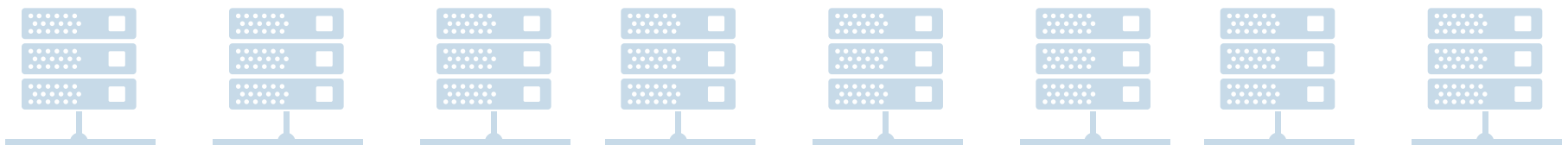


1) DUPLICATE CONTACTS

A database is bound to have information coming in from multiple resources, and therefore it needs to be checked periodically. Duplicate contacts can be detrimental to your data analysis as it may throw up incorrect trends that may lead to inaccurate and ineffective marketing strategies. From the customer perspective too, duplicate communications are not welcome and may be considered unprofessional. In addition to these problems, lead scoring becomes limited, and ROI is also difficult to find as the data would throw up skews.

CHECKING MECHANISM -

Build in a mechanism at the entry level to prevent a duplicate entry from being registered in your database.



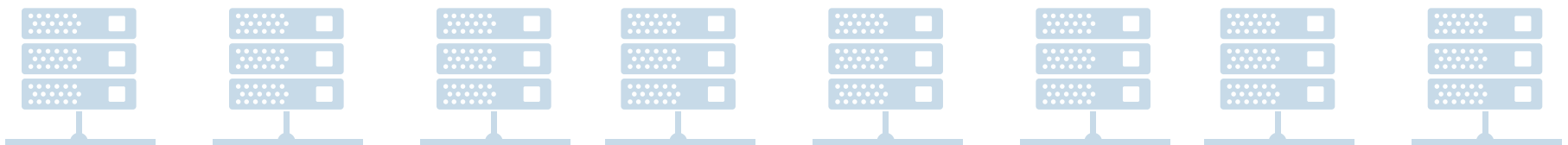


2) COMPLETENESS OF RECORDS

Incomplete records affect almost everyone in the organization, with the worst affected being the sales and marketing teams. Short term effects of this inadequacy may lead to low conversion rates of new programs due to lack of focused targeting, defunct lead scoring models since the conversion of lead to sales will be difficult to determine and even content personalization of records will be a daunting task. From a long term perspective, the next steps and marketing strategy depend on the trends and analysis of these records. If they are inaccurate in the short term, they will be of no use in the long term either.

CHECKING MECHANISM -

Identify some basic fields that should be complete and ensure no records can be saved without that information.



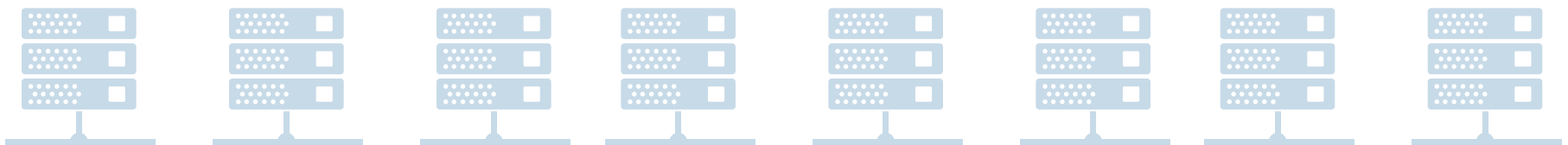


3) SENDER SCORE

Email marketing is much in vogue, and can generate business for you as effectively as other channels. If the email addresses that are present in your database are incorrect, it may lead to a whole lot of mails that go undelivered. That will, in turn, have an effect on many aspects like customer retention, brand perception, future pipeline generation, and even missed targets!

CHECKING MECHANISM -

Before adding an email address to your database, check with a test mail whether or not the mail gets delivered. Add only if affirmative.





4) ACCURACY OF PHONE NUMBERS

Using a telephone call and building a human-to-human contact is the clincher in many deals. To accomplish this, the telephone numbers present in your database have to be accurate. Inaccurate numbers usually fill up the databases like unnecessary weeds in the garden and have to be culled. Also, since phone numbers of customers may keep changing due to various reasons, retention of a customer is only possible if you maintain the accurate number at all times.

A REPORT BY DUN & BRADSTREET NETPROSPEX STATE OF MARKETING DATA BENCHMARK says that out of the 223M+ records that they analyzed, 54% did not have a phone number! That is an astounding number and you surely cannot have this obstacle in the way to success of your marketing inputs!

CHECKING MECHANISM -

Keep a valid phone number field as a mandatory field while asking the visitors to fill e-forms on the website!



ABOUT US

Techno Data Group is a 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.

Contact Information:

(302) 268 6889 | sales@technodatagroup.com

