

EXPERIENCE
extraordinary

Data & Marketing: Where to Start

Adara Bowen
American Marketing Association

PPAI EXPO 2020

EXPERIENCE
extraordinary

Copyright Notice

Please note, I have created the materials for this presentation and they are copyrighted. Distribution or reproduction of content is prohibited.

PPAI has permission to utilize this PowerPoint presentation for educational purposes.

Images have been purchased or I have taken them myself.

PPAI EXPO

EXPERIENCE
extraordinary

Recording Of Presentations Is Strictly Prohibited

No individual or entity, including a presenter, may electronically record or broadcast any portion of any presentation without prior written consent of PPAI.

The audio or video recording of lectures/presentations, the photography of slide or poster material, and printed or electronic quotes from papers, presentations and discussion at a conference/summit without prior written consent of PPAI is prohibited.





Failure to comply may result in expulsion from the conference/event. PPAI may record the presentations for on-demand purposes. Press representatives must receive a Press Pass and photo/recording permission from PPAI.

PPAI reserves the rights to any approved audio and video production of presentations at all PPAI events.

PPAI EXPO

EXPERIENCE
extraordinary

Steps to Download SAGE® Mobile™

1. Download **SAGE Mobile** on your mobile device   
2. Select **Tradeshows** from the  menu bar on the left
3. Select **EXPO 2020**
4. Select the **Schedule** icon → **Education** tab
5. Select this session's title → Tap the **Rate & Review** area
6. *Select stars to rate the session (5 is excellent)*
7. Be sure to provide comments

****Automatically Entered Into A Raffle To Win A Bulova Watch****

PPAI EXPO

Let's talk data.
(It's overwhelming for me, too.)

EXPERIENCE
extraordinary

PPAI EXPO

In a nutshell: Data are the things you can find out about people, places, and things that can be used to improve marketing and customer experiences.


We'll break it down:

- Big picture
- Tracking and using data
- Recent laws

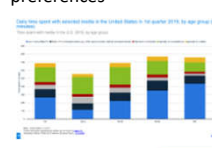
Also, a *metric* is unit of measurement.

Types of Marketing Data

Customer Data:
Info such as contact details and demographics



Market Research:
Info about target markets such as customer needs and preferences




<https://simplicable.com/new/marketing-data>

PPAI EXPO

Types of Marketing Data

Transactions:
Commercial transactions such as purchases

Interactions:
Interactions with customers such as visits to a website or customer support inquiry

 *What customers are DOING...*

<https://simplicable.com/new/marketing-data>

PPAI EXPO

Types of Marketing Data

Competitive Intelligence:
Data about competitors and the industry in areas such as products, services business capabilities, and pricing.

Sales:
Sales data such as leads, opportunities, quotes, proposals, win / loss ratios, etc.


<https://simplicable.com/new/marketing-data>

PPAI EXPO

Types of Marketing Data

Voice of the Customer:
Feedback such as customer interviews, surveys, ratings, and NPS

Preferences and Interests:
Info about preferences and interests such as how often they travel or what communication channels they prefer

 *What customers are THINKING and FEELING...*

<https://simplicable.com/new/marketing-data>

PPAI EXPO

Types of Marketing Data

Marketing and Business Metrics:

Standard measures used to benchmark against the competition and evaluate marketing results. (Examples: Customer acquisition cost, customer lifetime value, brand awareness, user retention)

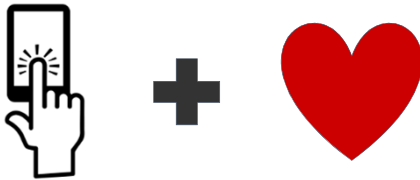
<https://implyable.com/new/marketing-data>

PPAI EXPO

Capturing How People Think & Feel

- Surveys
- Interviews
- Social media listening
- Ratings
- Customer service inquiries

PPAI EXPO



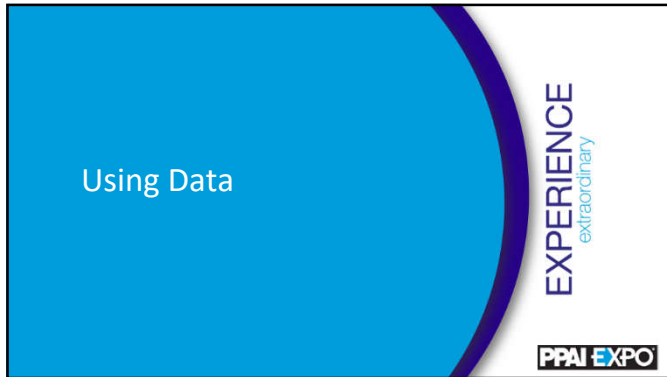
<https://www.vectreey.com/vector-art/550585-tablet-vector-icon>

PPAI EXPO

Observing What People Do

- Online behavior
- Purchase history
- Customer support inquiry
- Social media interaction

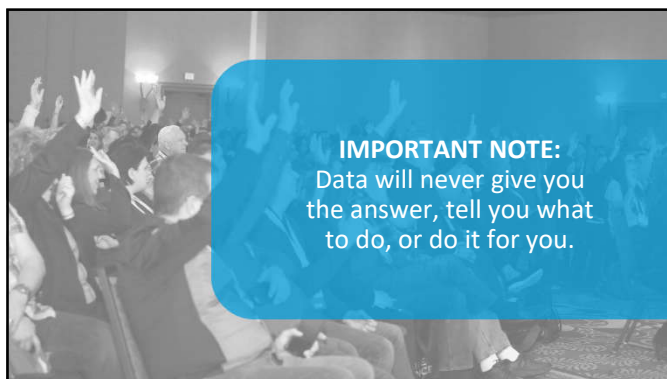
PPAI EXPO



Data Points Provide Input For...

- Customer journey mapping
- Determining success or failure of a product
- Assessing health of a business
- Measuring marketing effectiveness
- Gauging brand awareness
- Measuring productivity
- Scoring prospective leads
- Developing strategies
- Progress towards a goal
- *And the list goes on....*

PPAI EXPO



Spectrum of Maturity

Did my email perform well?

Which customer behaviors are predictors of purchase?
Let's leverage that data!

*Salesforce Customer 360

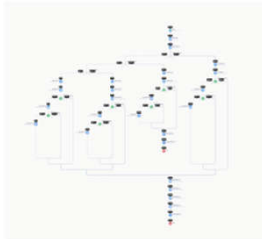
PPAI EXPO

A Note on Marketing Automation

Automation follows rules to handle straightforward tasks.

It's told what to do. It's not *smart* enough to figure it out.

May or may not be based on artificial intelligence (AI).



<https://www.cmswire.com/digital-workplace/why-you-need-to-know-the-difference-between-ai-and-automation/>

PPAI EXPO

Let's Discuss Examples


EXPERIENCE
extraordinary

PPAI EXPO

A Note on Artificial Intelligence

AI is smart.

It can analyze information and figure out what to do.



<https://www.cmswire.com/digital-workplace/why-you-need-to-know-the-difference-between-ai-and-automation/>
<https://www.cmpie.com/learn/smart-home-artificial-intelligence-nest-was-just-the-start/>

PPAI EXPO

Using Surveys to Improve Products & Events



How would you rate the following?

- Field
- Practitioner Panel
- Academic Placement Model Schedule
- Poster Presentation/Lunch Sessions

2017 Conference NPS: -1

Innovate

2018 Conference NPS: 24

PPAI EXPO

Keeping Customers Engaged (Before, during, and after the sale)

The slide features a central flowchart with multiple nodes and connecting lines. To the left, there is a video thumbnail titled 'GO BEYOND' with the subtitle 'Answers to Buyers'. Below it is an image of a product labeled 'AMO'. To the right, there is a small image of a person at a trade show booth. The 'PPAI EXPO' logo is located in the bottom right corner.

Privacy Laws

EXPERIENCE
extraordinary

PPAI EXPO

Seeing the Virtual Customer in Real Time

The slide contains a large, solid blue rectangle in the center. The 'PPAI EXPO' logo is positioned in the bottom right corner.

Two of the Big Ones

General Data Protection Regulation (GDPR)

- Protects EU citizens, no matter where the company is
- Be transparent about use
- Get consent
- Only collect what you need
- Keep it secure and up to date
- Be ready to prove compliance at any time
- Respect individuals' rights

California Consumer Protection Act (CCPA)

- Privacy policy needs to be up to date
- Consumers' (CA residents) rights:
 - Request disclosure of data practices
 - Request the data on them
 - Request data be deleted
 - Request data not be sold to 3rd party
 - Right NOT to be discriminated against because they exercised said rights

https://en.wikipedia.org/wiki/Information_privacy_law
<https://colorado.edu/>
<https://www.pislaw.com/en/news-and-insights/california-privacy-policy.html>

PPAI EXPO

Net Net: Don't Be Creepy (Here's a tip...)

Only collect data if you can answer yes to the following:

- Is it relevant to my business?
- Does it help predict customer behavior?
- Is it actionable in my marketing strategy?

(And of course, stay within privacy regulations and guidelines)

<https://www.dnb.com/perspectives/marketing-sales/dreamforce-2019-recap.html>

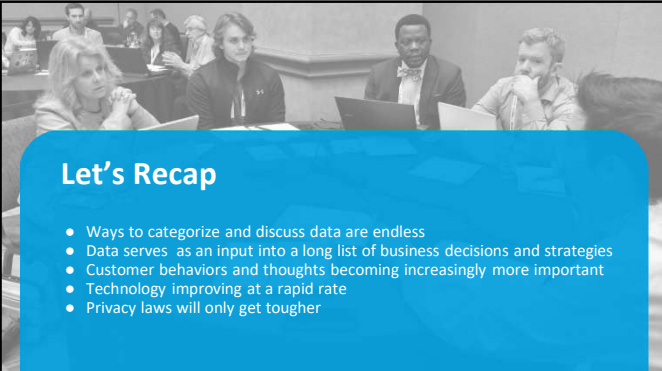
PPAI EXPO

Resources

ama.marketing/PPAI2020

EXPERIENCE
extraordinary

PPAI EXPO



Let's Recap

- Ways to categorize and discuss data are endless
- Data serves as an input into a long list of business decisions and strategies
- Customer behaviors and thoughts becoming increasingly more important
- Technology improving at a rapid rate
- Privacy laws will only get tougher



PPAI EXPO 2020

Thank you!
Data & Marketing:
Where to Start

Adara Bowen
ABowen@ama.org

EXPERIENCE
extraordinary