Data-Driven Marketing Automation

CommuniGator

Introduction

Data-driven marketing automation is a fundamental marketing and business strategy, which can be broken down into:

Gather

Analyse

Transform

Organise

Report

- **Gather**
  The collection and measuring of new and existing information

- **Analyse**
  Inspecting data with the goal of discovering useful information

- **Transform**
  The process of cleansing and correcting inaccurate results

- **Organise**
  Ensuring data is stored manageably and in compliance with industry regulations
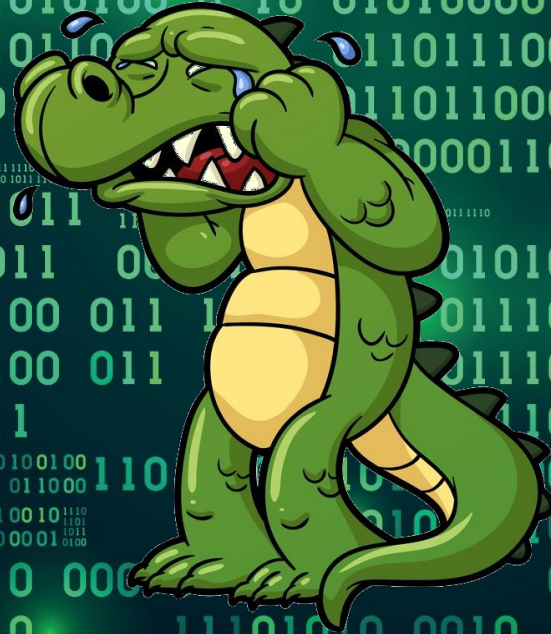
- **Report**
  Displaying results in a clear and meaningful manner

Benefits

One of the key reasons for implementing Data-Driven Marketing Automation is due to many benefits it can provide:

- **Clearer Results**
  Making reporting and post-campaign analysis much easier

- **Increased Audience**
  You will be able reach a multi-platform audience base

- **Personalised Marketing**
  Importantly, the customer receives a personalised marketing experience

- **Refined Customer Experience**
  Customer satisfaction will improve significantly overall

- **Enhanced Product Development**
  Needed improvement in both product and process will become clearer

Managing data can sometimes seem like a very overwhelming task!

Challenges

There are a number certain challenges faced when decided to use Data-Driven Marketing Automation. Some of the common issues faced are:

- **Departmental Silos**
  Data contained within and conflicting between various departments

- **Commitment**
  Failure to acclimate to defined processes and tools

- **Integration**
  Lack of integration between tools and departments

- **Changing Industry Standards**
  Ever changing demands of industry standards, such as GDPR

The Approach

CommuniGator as a platform is designed to not only assist in the implementation, but can be used as a tool in such circumstances.

- **Automation and Integration**
  Utilising the powerful CommuniGator integration tools to automate the process

- **Team Collaboration**
  Ensuring clarity and communication between teams when it comes the availability of data

- **Monitoring Industry Changes**
  Keeping up to date market research inline with industry growth and changes

- **Continued Measurement**
  Constantly monitored and adjusted based on results (both successes and failures)

Data-Driven Marketing Automation In Action

The idea behind Data-Driven Marketing Automation is that it can be applied to the day-to-day process of digital marketing. Some of the ways are:

- **Retargeting**
  Storing previous customers or visitors allowing you to construct a strong and existing target audience

- **Dynamic Advertising**
  Utilising social media advertising by creating ads across Facebook, Twitter and Linkedin etc.

- **Optimised Visitor Hits**
  Using gathered data to ensure you stay the most relevant search results and thus drive valuable traffic to your website

- **Targeted Email Campaigns**
  With the CommuniGator platform you are able to automate your email campaign process whilst maintaining a high level of personalisation.

Why Communigator?

CommuniGator can help you get your data in shape!

CommuniGator has innovative marketing automation, creative tools, and analytics features to build more effective campaigns.

- Integration-friendly

- Feature-rich

- Built-in analytics

- Quickly adapts as marketing strategies change

Final Thoughts?

- The future remains very bright for data-driven marketing
- New predictive and artificial intelligence marketing
- Data-driven solutions are becoming an essential part of successful marketing campaigns