

PARADIGM'S HINTS & TIPS

AS PART OF OUR MARKETING MONTH

IS YOUR DATA UP TO DATE?

Whether you're planning targeted marketing messages via email, phone or post you will need to have up to date records in order for your marketing to reach the right place. So, one of the first steps for you to address is looking at your database: are the contact details up to date to allow you to communicate with these customers?



PLANNING INDIRECT MARKETING?

If you're planning indirect marketing, perhaps via your website, it's important to ensure your website is also updated and there are no broken links or incorrect/outdated information being displayed. Of course, it is important at all times that you are mindful of the GDPR rules and where applicable, that you have consent to market to your database.



KEEP UP TO DATE

Finally, if you'll be turning to social media, are your accounts up to date with accurate information about your business and services? Once this has been done, you may want to spend time expanding your network, to help spread your messages and content to a wider audience.



IS THERE ANYTHING ELSE?

A 'nice to have' is to be able to make your messages personal, for example when you send emails. If you collate a list of your customer's information including the name that they like to be known by, record these separately so your marketing emails can be personalised. Small things like this will help to boost your engagement and adds a much more personal touch.



"THE ACCURACY OF DATA IS THE SOUL OF GOOD DECISION-MAKING"

- THOMAS REDMAN -

