How To Become A Data Driven Marketer?

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1. Use Data-driven Marketing Tools

To be a data-driven marketer, you need to rely on a variety of marketing tools such as Google Analytics, Google Search Console, Marketo, Pardot, Tableau, Looker, Ahrefs, Contify, etc.
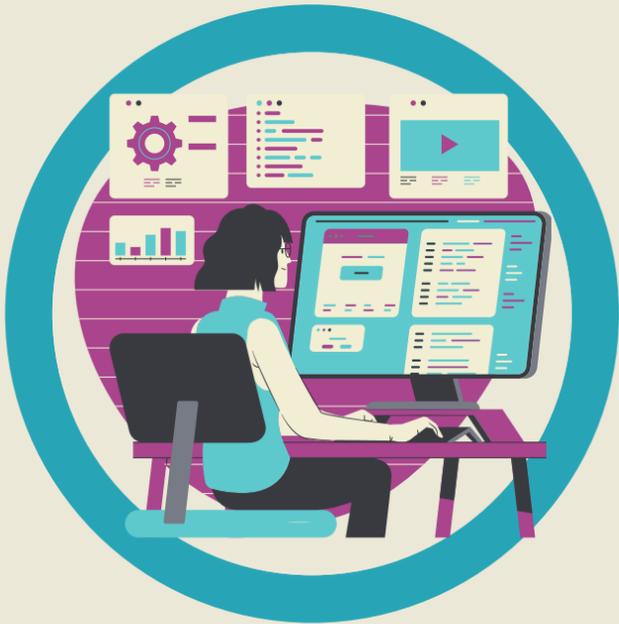
2. Create a Data-driven Mindset

A data-driven mindset means you are able to think outside of your personal biases and assumptions. Instead, you focus on what the data and facts say.

3. Know The Sources Of Data

There are two types of data sources: internal sources (such as your CRM system and sales data) and external sources (like MarketingCharts.com and Crunchbase). Find out what type of insights each data source can bring to you.
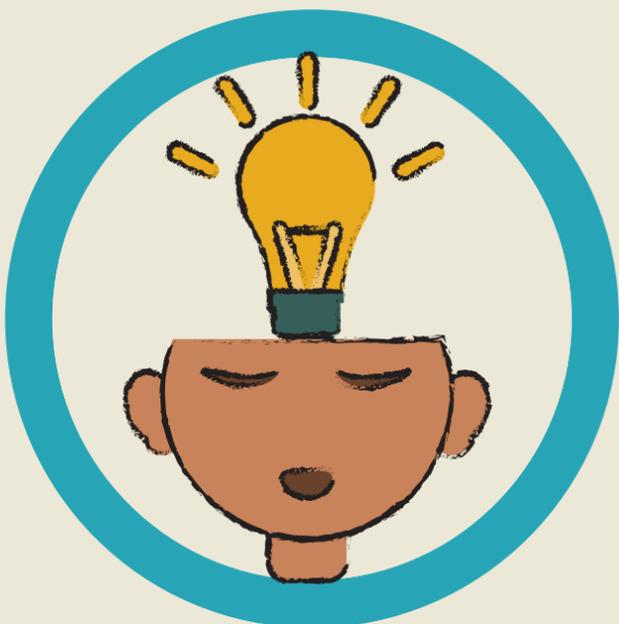
4. Set Metrics To Track Success

Metrics demonstrate the effectiveness of your marketing campaigns. Key metrics to track: Marketing Qualified Lead (MQL), Number of Comments, Customer Acquisition Cost, Net Promoter Score (NPS), Average Time on Page, Lead Conversion Rate, Bounce Rate, Return on Marketing Investment (ROI)
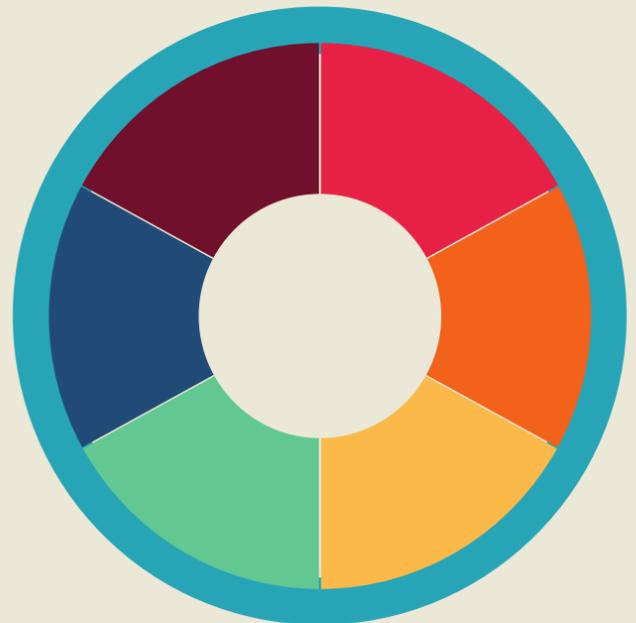
5. Learn Data Literacy And Interpretation

To be data literate, you should be able to interpret a standard data table, graph or chart. Key types of observations in graphs you should learn to spot and track: trends, patterns, gaps, outliers, and focus.

6. Integrate Data From Multiple Platforms And Sources

You need to integrate data across your entire stack — marketing, products, sales, data sources, and analytics. Use data integration tools such as Improvado, Celigo, and Alooma,.
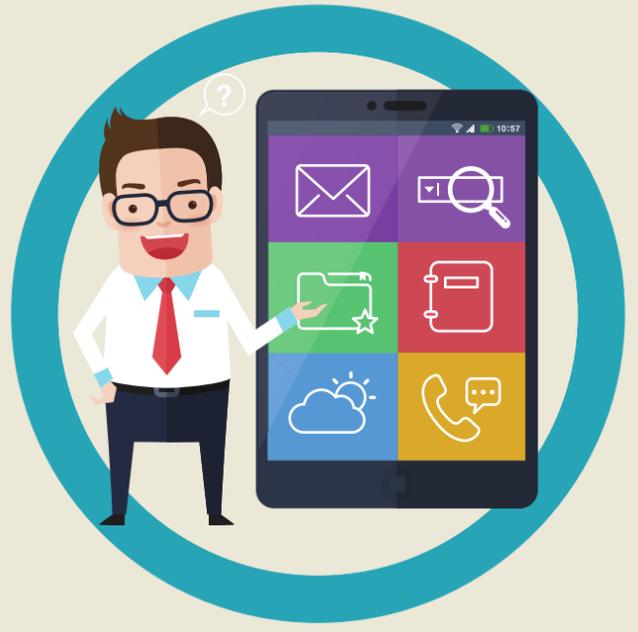
7. Use Predictive Analytics

Predictive analytics is the use of data algorithms to define the likelihood of future events. It enables you to identify future risks and opportunities. Use predictive analytics tools such as Alteryx, Sisense, Maroon.ai, InsightSquared.

8. Use Artificial Intelligence (AI)

AI is a technology that can help you create successful marketing strategies backed by data at scale. You can use AI-powered software tools to enhance your market research, email marketing, social media performance, etc.
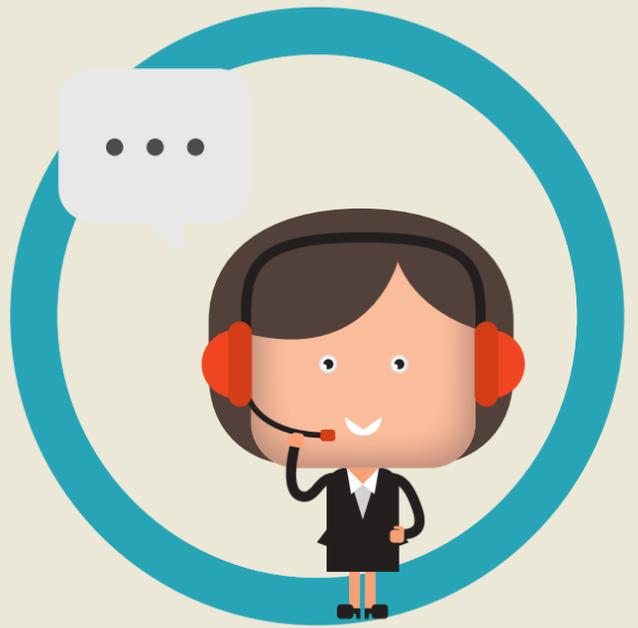
9. Ensure Customer Data Privacy

Provide your customers with the assurance that you value their privacy and explain to them the methods you use to keep their data secure. Never sell customer data to third parties.
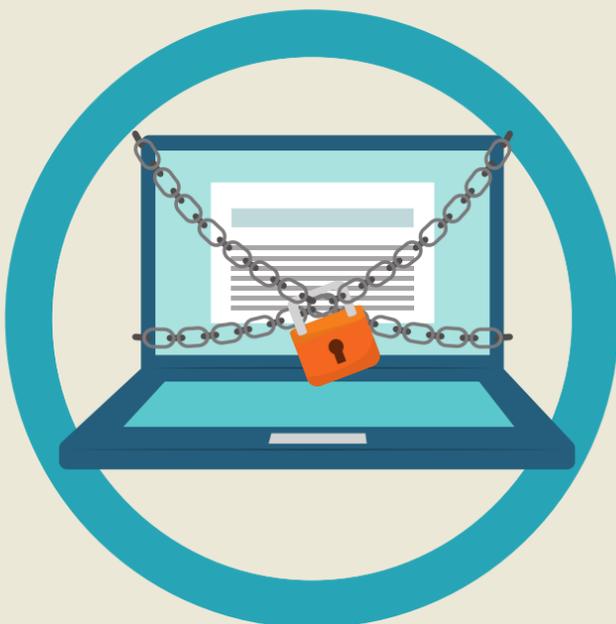
10. Stay Up To Date With The Marketing Trends

To keep up with marketing trends follow the industry influencers, research your competitors, go to industry conferences, join marketing associations, and use websites for market research news.