Every organization is looking to grow, and data is a strategic lever and fundamental building block for any growth strategy. There are universal pain points companies grow with: growth comes out of a portfolio of marketed offerings. Those who utilize the most comprehensive data, and who are the best at managing that data, have the highest success rates. Data, and the people who manage it, is at the epicenter of growth activities is a critical way for marketers to drive better output.

What are the top 5 ways you can grow with data? The highest priority is keeping that data clean. Organizations may want to cull new contacts to help them break new markets, or use data to chase new personas for their new offerings, but it has to be the right personas with the right attributes. Marketing is a foundation of seven processes.

How to Fuel Strategic Growth With Data

5 Ways You Can Grow

1. Integration: How do I maximize conversion to revenue by only spending time on leads we can close?
2. Personalization: How can I segment customers and determine what do I have already? That I care about? Who do I want to engage, where do I want to engage and what will they want to engage?
3. Outbound Outreach: How can I maximize engagement at all stages and behavior triggers? How do I prove value of marketing? How do I use past performance to improve future results? How do I make sure leads get to the right person fast?
5. Analytics: How do I prove value of marketing? How do I make smarter predictions? How do I use past performance to improve future results? How do I make sure leads get to the right person fast?

What Makes the Case For the Investment in Data?

Outbound Sizing? How are we doing in those markets, or use data to chase new personas for their new offerings, but it has to be the right personas with the right attributes. Marketing is a foundation of seven processes.

What Marketing Today Are Doing With Their Contact Data

44% have the same or a more efficient workflow now,
8% have more resources, 21% combine data from different marketing channels.
20% integrated data with the rest of the organization's workflow.

What Are the Priorities When It Comes To Contact Data

31% New Contacts,
22% New Lead Close
20% Lead Scoring
19% Segmentation
2% across.

What Data Supports the Different Marketing Activities and Processes

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Why is data a critical component of growth?

Using data to fuel essential marketing activities is a critical way for marketers to achieve their goals. Data, and the people who manage it, is at the epicenter of growth activities is a critical way for marketers to drive better output.

market intelligence? How do I present something in a way that makes people care?

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