

PLAN

an actionable data strategy

Once you have the tools and process in place to track your audience, the value of that information is only realised once applied to your engagement and communications strategy.

A data based strategy is essentially one driven by evidenced fact, things like where the audience you are engaging with are, where they interact, where they absorb content and also what they are reading, doing, sharing etc.

The keys to realising an actionable data strategy lie in your ability to P L A N!

PLAN

Your strategy, user journeys, content themes, formats and communication channels

If you develop a data driven audience centric plan you'll see results. It's all about the right content delivered in the right format through the right channel to the right audience. Be prepared to adapt your plan as you learn and discover new things about what your audience want, need and expect from you.

LEARN

Habits and trends of your intended audience

Human behaviour is constantly evolving. To ensure that your strategy is actioned in a way that is 'on point' it's important to commit to collect and analyse audience data on an ongoing basis to track and adapt to changes. It's also important to collect and analyse data against your marketing activities to assess where you're succeeding and where there's room for improvement.

ANALYSE

The information you have must be used wisely

Avoid broad-brush assumptions wherever possible. Always go back to the data, analyse the facts and base the implementation of strategy on that. If something in your strategy doesn't work, analyse where it's failing, then adapt the strategy and implementation until you succeed. If video is the way forwards but people aren't consuming 3 minutes of content, see where they're dropping off, maybe a shorter edit would yield better results.

NAVIGATE

Use your user journey as a map of engagement opportunities.

With the ability to monitor and track your audience engagement comes the ability to further refine your strategy and associated metrics. Improving the user experience of your content will improve engagement outcomes. Where you can personalise content and recommend content based on what you know about the consumer use every tool at your disposal to, group, tag, segment and categorise .

DATA = PERSONALISATION

P L A N effectively and you will realise increasing audience engagement!

It's important to consider how you can apply personalisation to various channels to elicit the most valuable engagement from your audience, for example:

- **Member areas / portals** with content, ads, events, member benefit information
- **Apps** designed with a purpose informed by collected data insight
- **Communications** such as blogs, videos, email, texts, social media
- **Events and training** - give your audience the opportunity to interact with you

The top five benefits* of personalisation for brands include:

- 1) increased visitor engagement (55%)
- 2) improved customer experience (55%)
- 3) improved brand perception (39%)
- 4) increased conversion rates (51%) and
- 5) increased lead generation and customer acquisition (46%)