

# TEKsystems' Tips TRANSFORM YOUR WORLD

## Using Data and Content Personalisation to Move the Marketing Needle

**The marketing landscape is noisy.**

How do you cut through the noise to capture—and keep—your audience's attention?

Many customers are willing to provide access to limited personal data—like email address, birthday, online activity and buying behaviours—with the expectation that the data will be used responsibly to:

- 1 Better understand their needs
- 2 Nurture and evolve their relationship with the brand
- 3 Create personalised content that will make their lives a little easier
- 4 Eliminate friction from their journey

## 5 Ways to Build Brand Loyalty with Content Personalisation

Cut through the noise by using data to turn your customers into lifelong brand loyalists.



**Show empathy:** Because customers are being inundated with messages, it is that much harder to differentiate. Show empathy and a human, emotional level of understanding of where a customer is in their journey. Not only will this set you apart, it will strengthen trust with the customer and create lasting connections to the brand.



**Optimise tools:** Scaling any aspect of the business generally starts with technology. Most organisations that have implemented a CMS or have migrated to a different CMS are only using about 50%-60% of the technology. To see real value, focus on optimising these tools.



**Centralise data matters:** Do this early and often. Your tools are only as good as the data you feed into them, and data that lives in different places can't inform each other. Remember, the more platforms you have, the harder it is to merge the information and make it actionable.

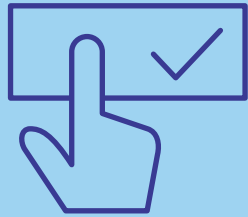


**Measure what matters:** Demonstrating the value of content efforts is essential but often a struggle. Metrics to monitor.

- Marketing conversion rates (i.e., how people are moving from "interest" to "customer")
- Repeat business and multiproduct/service relationships (i.e., increased share of wallet)
- Customer feedback through reviews, satisfaction scores and Net Promoter Scores
- Revenue growth



**Track ROI:** Want to get the attention of your leaders? Figure out how to monetise, measure and declare either victory or failure with your content strategy. This is what makes marketing budgets grow.



**Activate your big ideas. Stand out from the competition.**

Engage with our experts to mobilise talent and elevate your customers' experiences in a noticeable way.



**Editor's Note:** Content curated from TEKsystems' publication, Transform Your World | [Connecting Through Content](#) [TEKsystems.com](#)

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