

Steps for Using Data & Analytics in Marketing



Definitions

OKR = Objectives and key results

KPI = Key performance indicator

ROI = Return on investment

Insight = Key information yielded by data analysis

Leading indicators = Data that shows which way an effort or situation is trending, and whether it is heading toward success

Lagging indicators = Data that shows the results of an effort or situation, and whether it was successful

Steps for Using Data & Analytics in an Individual Marketing Effort

Define Success & Data Needed

Use Desired Outcomes & OKR's to identify Lagging Indicators


- What are you hoping to achieve? What will success look like? Will you use **OKRs** for this?
- What are the **benchmarks** (in the industry, your org, etc.) for this type of effort?
- What will the indicators of success be? (**KPIs? ROI? Other?**)

Plan Strategy Using Data & Insights

Use Levers to include Leading Indicators

- What **data** do you need in order to plan a successful effort?
- Where and how will you get this data? What **tools** will you use?
- What types of **insights** will this data yield?
- What types of **action decisions** will these insights indicate?
- What **dashboards** can you use, adapt, or create to track your data?

Take Action & Track Data

- How will you know you are **reaching your (internal or external) customers?**
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- What will the **indicators** be of whether you are on track for success or need to adjust?

Measure Success & Plan Next Steps

- What **data analysis** will show whether you have reached your OKRs, goals for KPIs, and goals for ROI?
- How will you **represent your results visually?**
- How will you use all the data from this effort in **planning your next efforts?**



This set of steps repeats in a cycle

Job Aid: Map out Steps for Using Data & Analytics in **Your** Marketing Effort

Define Success & Data Needed

Use Desired Outcomes & OKR's to identify Lagging Indicators

Describe what you are hoping to achieve and **what success will look like**:

What are the **benchmarks** (in the industry, your org, etc.) for this type of effort?

Will your results roll up to specific **OKRs**? If so, what are they?

What will the indicators of success be? (**KPIs**? **ROI**? **Other**?)

Plan Strategy Using Data & Insights

Use Levers to include Leading Indicators

What **data** do you need in order to plan a successful effort?

Where and how will you get this data?
What **tools** will you use?

What types of **insights** will this data yield?

What types of **action decisions** will these insights indicate?

Take Action & Track Data

How will you know you are **reaching your (internal or external) customers**?



What will the **indicators** be of whether you are on track for success or need to adjust?

Measure Success & Plan Next Steps

What **data analysis** will show whether you have reached your goals for KPIs, and, if any, goals for ROI? How will you know you are supporting relevant OKRs?

How will you use all the data from this effort in **planning your next efforts**?

Commercial, Field

Define Success & Data Needed

Describe what you are hoping to achieve and **what success will look like**:

Increase engagement of prospective Cloud for Sustainability prospects.

What are the **benchmarks** (in the industry, your org, etc.) for this type of effort?

Prospects with 7 – 10 touchpoints of engagement are more likely to be ready to buy.

Will your results roll up to **specific OKRs**? If so, what are they?

Yes, the results of this effort will support MCAPS’ OKRs for expanding our pipeline for qualified commercial customers for Cloud for Sustainability.

What will the indicators of success be? (**KPIs? ROI? Other?**)

- KPIs focus on # of customer downloads of specific Cloud for Sustainability marketing materials, and views of LinkedIn articles on this topic.
- Look at the customer’s level of engagement and readiness through MEI and MII

Plan Strategy Using Data & Insights
Including Leading Indicators

What **data** do you need in order to plan a successful effort?
How many points of engagement did key prospects have as a result of this campaign?

Where and how will you get this data?
What **tools** will you use?
Use MEI Dashboards and MSX insights to get data, adapting the filters to get deeper and more relevant information.

What types of **insights** will this data yield?

This data will yield insights to help plan a strategy for engaging desired prospects in wanting more information about this service.

What types of **action decisions** will these insights indicate?
How to work with field partners to create more engagement with the desired category of prospects and inform content for future assets..

What **dashboard(s)** can you use, adapt, or create to track your data?
Customize the MEI Dashboards and MSX insights dashboards to create a dashboard specifically relevant to this effort.

Take Action & Track Data

As assets and collateral are distributed for this effort, work with Field representatives to ensure the materials are **reaching the desired internal and/or external customers**.
If not, adapt messaging, assets, and outreach tactics to work better for the goals of the campaign.



What will the **indicators** be of whether you are on track for success or need to adjust?

Track points of engagement with prospective accounts as well as sales.

How will you show what’s happening with the data visually, clearly and simply (**data visualization**)?

Create charts and graphs in both PPT and Excel to show whether this campaign is on track for reaching KPIs in terms of specific downloads and views, as well as sales.

Measure Success & Plan Next Steps

Including Lagging Indicators

What **data analysis** will show whether you have reached your goals for KPIs, and, if any, goals for ROI? How will you know you are supporting relevant OKRs?
Analyze campaign results in terms of:
- Confirming the correlation between multiple touchpoints and ready customers.
- Customer downloads of assets
- Customer views of LinkedIn articles
- Sales
- The extent to which these results are rolling up to OKRs for creating commercial customers for Cloud for Sustainability

How will you **represent your results visually**? Present these results in easily readable Excel and PPT charts and graphs.

How will you use all the data from this effort in **planning your next efforts**?
Debrief this effort observing:
• What went well, and contributed to successes achieved
• What didn’t go as well, and why
• Written recommendations for what to do differently next time in planning messaging and outreach campaigns for Cloud for Sustainability.