

TEKsystems' Tips
VERSION NEXT
NOW

Using Data and Content Personalization to Move the Marketing Needle

The marketing landscape is *noisy*.

Most Americans are exposed to 4,000–10,000 ads every day.¹

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 behaviors—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 personalized content that will make their lives a little easier
- 4 Eliminate friction from their journey

6 Ways to Build Brand Loyalty with Content Personalization

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. This will strengthen trust with the customer and create lasting connections to the brand.



Optimize your tools ASAP: Scaling any aspect of the business generally starts with technology. Most organizations that have implemented a CMS or migrated to a different CMS are only using about 50%–60% of the technology. To see real value, focus on optimizing these tools.



Build a multidisciplinary team: People who understand the marketing and technology sides of the equation are invaluable. But this T-shaped talent is hard to come by. Leverage creative studios to not only fill talent gaps, but to enable efficient, end-to-end creative production at scale.



Centralize data: 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.

Important 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 monetize, 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 strategic and technical experts to elevate your customers' experiences in a noticeable way.



Editor's Note: Content curated from TEKsystems' feature publication, Version Next, Now | [Connecting Through Content](#) [TEKsystems.com](#)

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Sources

1. Source. Finding Brand Success in the Digital World, Forbes