



MITCHELL MARKETING DATA

5 SIMPLE SOURCES OF CLIENT DATA

Harnessing client data is fundamental for targeted marketing efforts. Yet, many companies often overlook straightforward sources that can offer deep insights. As seasoned marketing experts, we encourage our clients to leverage these simple but potent sources of data to better understand their audience:

- 1 Online Surveys & Feedback Forms:** Surveys are gold mines of information. They're direct channels to your customer's thoughts, preferences, and pain points. Whether sent via email, embedded on your website, or social media channels, they can provide both qualitative and quantitative data. Tools like SurveyMonkey or Google Forms are user-friendly and can easily integrate into most workflows. The key is to craft questions that are concise and relevant, ensuring a higher response rate.
- 2 Transaction & Purchase History:** Every purchase or transaction tells a story. What are your clients buying frequently? Which services do they value the most? Are there patterns in their spending? This data not only helps in personalizing offers but also in forecasting trends and inventory management. CRM and POS systems often store this data – it's just a matter of analyzing it effectively.
- 3 Social Media Insights:** Your audience is actively speaking to you, and sometimes about you, on social media platforms. Tools like Hootsuite or Brandwatch can track mentions, likes, shares, and comments. Beyond the numbers, the sentiment behind these engagements is invaluable. It helps you gauge brand perception, emerging trends, and areas of improvement.
- 4 Web Analytics & User Behavior:** Tap into your Micro Data with tools like Google Analytics offer a treasure trove of information. From which pages are most visited, to the average time spent on your site, and the user journey map – these insights can guide content strategies, website design improvements, and conversion optimization.
- 5 Event Attendance & Feedback:** Physical or virtual events offer direct engagement opportunities. Attendee lists, their interaction levels (like sessions attended, questions asked), and post-event feedback forms can give a clearer picture of client interests and potential leads.

In a nutshell, data-driven marketing doesn't always require complex tools or massive investments. Sometimes, it's about utilizing the straightforward, readily available data sources more effectively. By tapping into these channels, businesses can build a more holistic understanding of their clients, enabling them to tailor strategies that resonate and deliver results.

Great news, Mitchell can assist with your data and turn it into actionable marketing material! Request a quote or send us your project idea to learn more.

MITCHELL

MITCHELL PRESS LTD
8328 Riverbend Ct
Burnaby BC V3N 5C9

1.604.528.9882
hello@mitchellpress.com
mitchellpress.com