

# 5 Marketing Tools To Boost Your Data-Based Marketing Strategy

## The Value in Data-Based Marketing

Time is money, and several businesses choose to use their marketing budget wisely by investing in data-based marketing strategies such as automated emails. Business leaders with a keen eye for future advantage stay one step ahead of the game by investigating the behavior patterns of their customers to discover not only what they are doing but why they are taking the actions they are.

Data-based marketing and automation as a combination can be the key to seizing important opportunities. According to [Forbes](#), a little more than one-third of all business owners are not using all the data that they have at their disposal. In many cases, the element of time can be detrimental for countries within the European Union that require businesses to clearly express how long data will be kept. A business must use its data resource or risk losing it. A solid data-based marketing strategy requires a careful sense of timing, for a moment is all that is needed for business owners to generate leads and convert leads into customers.

## Challenges in Data-Based Marketing

### *Privacy and Trust*

Though data-based marketing clearly has its advantages, gathering and storing information can pose a risk to customers. Even deploying automated emails are a result of the customer having shared at least their email address with an organization or business that is gathering information. In an ideal world, the trust exhibited by people with their information would never be violated. Unfortunately, that has not been the case. As a side effect, [valuable data coming directly from the source](#) may become scarce as distrust increases.

Customers have trusted businesses and data collection agencies with their information, but this trust has been easily violated in several ways. For starters, oftentimes their information is sold to third parties. This problem is pervasive, and it is an issue that is present within every sector of the job market, including but not limited to healthcare and education. Usually, people who give consent to use their information are unable to revoke consent. Most do not know to whom or what organization their information is being sold.

The most significant problem involves this ethic of privacy rights and consent. The European Union passed the General Data Protection Regulation (GDPR) in May 2018 to hold data collectors accountable for how they collect and manage customer information. In the United States, the State of California has implemented the California Consumer Privacy Act which similarly protects consumers from businesses selling their information to third party vendors without their consent.

With all of the ethical components involved with data-based marketing, it can be challenging to know where to start and what tools to use that address privacy concerns while obtaining the information that's needed. However, if the core of the data collection strategy centers around trust, then customers are certainly willing to give the information needed for businesses to provide outstanding services in the future.

### *Information Silos*

Imagine working in the communications department of a business that has conducted research to determine what kind of content the business's clients prefer to consume. How does this information get to the marketing department without violating privacy and trust? How do the two departments obtain the information they need without duplicating efforts? Furthermore, how do they both get the information that they need without clashing or conflicting with each other's goals and objectives?

This scenario is another example of a challenge with data-based marketing. Data is often pooled into one department of a business. The problem is exacerbated when information flows into a business from multiple channels, such as email and social media. One extra added layer of complexity to the multilayered data silo ice cream sunday is [making sense of all of the data in any meaningful way](#).

When collecting information, it is important to keep tools on hand that will help to break down information silos and stay abreast with the changing privacy landscape.

## Email Marketing And Your Data-Based Marketing Strategy

A very simple, yet neglected method for maintaining the connection with customers and building a relationship with them is by using automated email follow-ups. Using email marketing indicates an understanding of customer behavior. Nearly everyone has a smartphone within close proximity, and oftentimes email notifications are sent to their phones. Optimizely, citing Movable Ink, state that "65% of marketing emails today are opened on a mobile device." A strategic way to connect with a customer or client base is to send relevant, automated emails.

Fortunately, there are 5 email automation and data-based marketing tools that are readily available that can help businesses to both obtain the information they need to ensure their advantage and longevity and connect with their potential customers and clientele.

**[MailChimp](#)**. MailChimp's niche involves sending automated emails to people within a contact list, making sure that emails do not flop into a person's spam folder. It's worth mentioning that MailChimp used Optimizely to make modifications to their sign up flow. As a result, [MailChimp earned millions of dollars](#) extra in their revenue. MailChimp, also offers several other marketing services such as retargeting ads and website building.

**[Optimizely](#)**. Optimizely is a data-driven marketing and optimization platform that allows users to conduct A/B and multivariate testing on websites and emails. With some of its clients being IBM, Atlassian, and Microsoft, Optimizely is a trusted platform that is perfect for anyone who is trying to create the best customer experience.

**[Dasheroo](#)**. Dasheroo solves the problem of trying to analyze information that comes in from several different streams in a secure way, whether from Facebook or even MailChimp, allowing users to visually see the effectiveness of their marketing campaigns. It also has a readily available list of tools it can integrate with, making possibilities endless. What makes Dasheroo even a little sweeter is that users can get one dashboard with 8 insights for *free*.

**[Constant Contact](#)**. Constant Contact is a competitor of MailChimp that offers several of the same features. While MailChimp is more popular and has more opportunities for automation, Constant Contact is beginner-friendly with email support. It is a comparable option for those who are averse to using MailChimp.

**[Litmus](#)**. Litmus is unique because it resolves problems with collaboration. Like Constant Contact and MailChimp, it offers an opportunity to integrate with other apps and platforms. Litmus also allows the user to see emails from the recipient's perspective, which is great for ensuring consistency while presenting your brand.

Having a data-driven marketing strategy is not just a fad of the year. It is the key to longevity in a rapidly developing economy that demands that business owners think quick on their feet or risk losing a valuable resource: data. As issues of privacy become more important, obtaining quality data will become tricky over the long run. Thus, it would be wise to invest in establishing trust with potential customers and clients and making that a central part of a data driven marketing strategy.