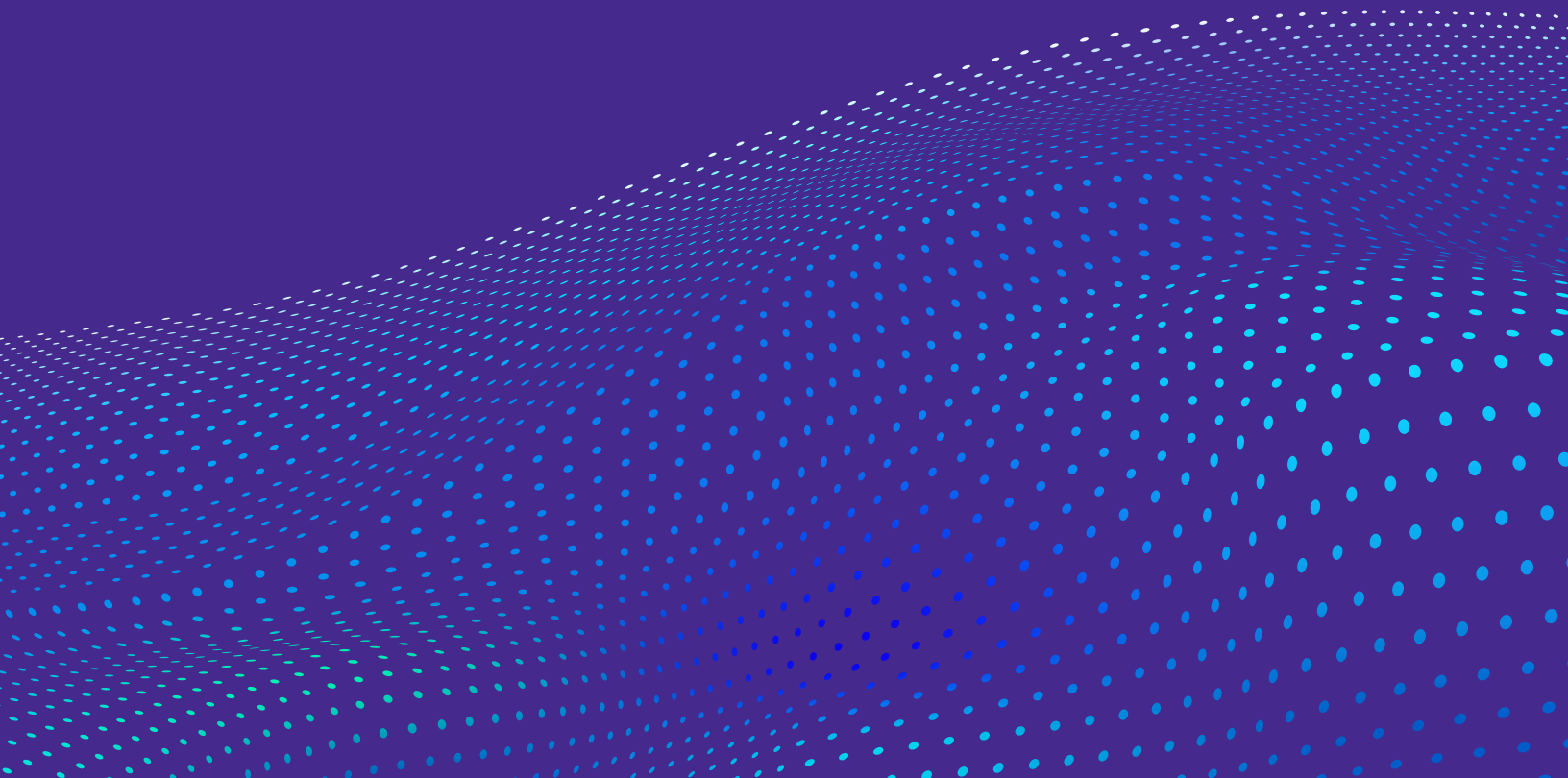People Data Labs

The Future of Marketing:

A Guide to Using Data to
Generate More Leads and Revenue

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Today's savvy and demanding consumers present marketers with a challenge. Both B2B and B2C buyers are bombarded with marketing messages online and in-person, and are quick to spot and rebuff anything that feels spammy or "salesy." At the same time, they recognize their power and expect brands to earn their business with authentic, personalized marketing.

What's the key to solving the puzzle of consumer expectations? As the most successful brands have figured out, it's data. From demographics and psychographics to online analytics and ad metrics, basing your marketing activities on data gives you and your team the insight you need to connect with your ideal customers.

Want to know more about how data can take your marketing efforts to the next level? Keep reading to find out how data-driven marketing works and why you should consider making data the center of your marketing strategy.

The Future is Here: How Data-Driven Marketing Became the New Norm

Not that long ago, data-driven marketing was a new and novel concept. Fast forward to 2021, and it's the foundational marketing strategy of all the top B2C and B2B brands. In this section, we'll take a look at how data-driven marketing changed the game and explore the types of data you need to power your marketing activities.

How Data Changed the B2B and B2C Marketing Landscape

In one sense, marketing hasn't changed much at all. After all, your goal as a marketer in the 21st century is the same as it was for marketers 100, 200, or 2,000 years ago: find the people who want to buy your product or service and help them understand the value you offer.

Data hasn't changed the goal of marketing, but it has completely transformed marketing strategy. Traditional marketing relies heavily on gut instinct and trial and error. That method works eventually, but unless your starting guesses are spot on, it's time-consuming and expensive.

The rise of big data, cloud technology, and AI has made huge amounts of consumer data available, eliminated much of the guesswork that characterizes traditional marketing, and enabled new data-driven marketing strategies. Marketing is still an iterative and creative process, but access to detailed data about customer's characteristics, habits, and responses has revolutionized marketing for both B2C and B2B companies.

Why Your Marketing Needs to Be Data-Driven

Let's look at some numbers to help you understand why you need data-driven marketing:

- [72% of buyers](#) say they will only engage with marketing messages that feel personalized

- [74% of marketers](#) believe that personalization is key for developing customer relationships

- [87% of companies](#) focused on personalizing their marketing efforts have experienced measurable success

- [55% of marketing professionals](#) say they don't have the data to drive effective personalized marketing campaigns

The picture painted by these numbers is clear: successful marketing in today's world requires personalization, and the key to personalization is data.

With data as the foundation of your marketing strategy, you can better understand your ideal customer and refine your messaging to fit their interests, pain points, and preferences.

You'll be able to dig deep and understand things like why they buy, when they're most likely to make a purchase, what products appeal to them, and which types of messages and marketing channels are most effective.

Armed with a deep, data-based understanding of your target audience, you can deliver the personalized messaging and content that customers crave, giving you a clear competitive advantage over non-data-driven marketers.

The Data You Need for Marketing Success

When it comes to marketing, not just any data will do. To be successful, you need the kind of data that will help you understand your ideal customers and what motivates them to buy. Here are four types of data successful marketers value:

- **Demographic data** includes information such as age, race, gender, income level, marital status, birthday, location, employment status, number of children, and other details that help you get a more complete picture of your target customers.

- **Firmographic data** is the B2B equivalent of demographic data and covers things like company size, industry, location, and core business details.

- **Psychographic data** sheds light on peoples' interests, activities, opinions, and values to help you better understand why they make certain choices and refine your marketing messages accordingly.

- **Consumer analytics data** is a catch-all category to include important information such as buying history, ad click-through rate, email open rate, search history, and other metrics that enable you to assess your marketing efforts' performance.

None of these data types are particularly powerful on their own, but when properly analyzed, integrated, and incorporated as part of a data-driven marketing strategy, they can supercharge your marketing efforts.

How to Find and Assess Data for B2B and B2C Marketing

Demographics, psychographics, consumer analytics — don't let the list of data you need scare you away from data-driven marketing. It sounds like a lot of data because it is a lot of data, but acquiring it is simpler than you think. In this section, we'll cover everything you need to know about finding and assessing the data you need to drive your marketing efforts.

Collecting vs. Buying Data

There are two ways to get data: collect it or buy it. Most successful data-driven marketers do both, with Salesforce reporting that half of all marketers use 10 or more data sources to get the data they need to fuel their marketing efforts.

Data you collect is known as first-party data and is extremely useful for understanding your current customer base and how people respond to your marketing messages across different channels. Here are some examples of first-party data:

- Customer survey data
- Internal sales data
- Customer contact information
- Website activity
- Email performance
- Ad performance
- Customer purchasing history

While collecting your own data gives you valuable insight, your efforts can only provide you with a small fraction of what you need for effective data-driven marketing. To fill in the gaps and get data on a larger scale, you'll need to buy it from others. Here are some examples of data it makes sense to buy:

- Individual demographic data
- B2B company profiles
- Industry sales data
- Industry reports
- Survey data
- Anonymized sales data

How to Evaluate the Quality and Accuracy of Your Data

Basing your marketing efforts on low-quality data is worse than having no data at all and only leads to disappointment and frustration for you and your customers. That's why, whether you're collecting your own data or buying from others, it's more than worth your time to make sure your data is accurate and reliable. A high-quality data set should be:

01. Complete

Ensure your data covers the most critical information you need, such as name, email address, age, gender, or whatever data is essential for marketing your product or service.

02. Consistent

Sometimes, data is stored in multiple places in your system - creating an incomplete picture when being analyzed. The data should be consistent across all reports and platforms. Consistent formatting is essential, too.

03. Correct

Incorrect data leads to off-target marketing messages and wasted resources. It's important to validate that the data you have is accurate before using it to drive your marketing efforts.

04. Current

Data changes as people move, switch jobs, get married, and make other life changes. You should only rely on up-to-date data.

05. Compliant

To avoid legal trouble and customer mistrust, you should verify that your data complies with all applicable laws and regulations.

How to Choose a Data Provider

We've already discussed the necessity of scaling up your marketing dataset by buying data from others. Before you sign any data purchasing agreements, you should carefully evaluate potential data providers and make sure you're getting data you can trust.

We suggest asking the data providers you're considering seven questions to help you evaluate the quality and accuracy of their data. A good data provider will be happy to give detailed answers to all your questions.

- Where does your data come from?
- How do you verify the accuracy of your data?
- How often do you update your data?
- What kind of data is available?
- How complete are your available records?
- Is your data searchable?
- What's your pricing structure?

Acquiring High-Quality Data to Support Your Campaigns

At People Data Labs, our focus is on providing our customers with high-quality B2B profiles and B2C demographic data. We're committed to transparency about our sources, pricing, APIs, and quality assurance process.

We welcome questions and promise you'll never be disappointed in our willingness to collaborate or provide compliant, accurate, up-to-date data to fuel your marketing efforts.

It's easy to buy data from us — just reach out to our team today.

One of our data experts will contact you and work with you to get the data you need, answering any questions you may have along the way.

How to Harness Data to Power Your B2B and B2C Marketing Campaigns

As a marketer, you would do just about anything to know what people in your target audience think, so you can craft the perfect marketing campaign to reach and connect with them reliably.

Data can boost your marketing by helping you get to know your audience on a deeper level. Let's take a look at how you can use data to power your marketing campaigns.

Data Enrichment

Your existing customer database probably contains basic information such as names and email addresses, but you need more info to truly understand your ideal customer.

Data enrichment is the process of filling in details such as age, income, location, gender, marital status, occupation, and interests to help you get a complete picture of who you should be targeting with your marketing messages.

For B2B companies, data enrichment includes gathering important information such as company size, industry, and management structure so you can reach key decision-makers with your messaging.

Data enrichment helps you link data so you can:

• Craft personalized marketing messages for B2C and B2B prospects

• Prioritize leads based on the likelihood of becoming a customer

• Better understand both your existing customer base and who is likely to become a customer in the future

• Identify groups of your target audience that you're not reaching and adjust your messaging accordingly

Market Research

Data enables you to dive deep into market research and get to know your target audience well enough to develop and deliver targeted marketing messages that turn leads into customers.

Whether you're marketing to B2B or B2C customers, here are three ways data can supercharge your market research:

01. Dive deep into audience segmentation

Not everyone in your target audience responds to the same marketing messages. For example, in a B2C campaign, men and women may respond to different messages. In a B2B context, decision-makers at small companies may value different things than those at large corporations.

B2B profiles and B2C demographics help you divide your audience into groups based on shared characteristics so you can develop targeted messages based on their unique motivations, values, and behaviors.

02. Develop detailed buyer personas

One of the best ways to make sure your marketing messages are personalized and on target is to visualize your ideal customer as a real person.

Knowing your target audience's basic details is helpful, but going deeper and defining your ideal customer is infinitely more helpful to your marketing team. Take a look at this example:

Traditional audience: Married men in their mid-thirties

Personalized audience buyer persona: Jason, a married man who is 36, has two kids, runs triathlons, commutes 2 hours a day, and values efficiency and authenticity.

B2B and B2C databases contain all the details you need to develop detailed buyer personas and personalize your marketing messages to reach your ideal customers.

03. Go all-in on account-based marketing

[92% of B2B marketers](#) use account-based marketing (ABM) to connect with customers and nurture high-value accounts.

ABM is one of the most powerful B2B marketing strategies around, but it only works if you have the data you need to identify key stakeholders and deliver marketing messages that connect with their pain points and speak to their values.

Where can you find this data? B2B databases and company profiles contain the details you need for a successful ABM program.

Lead Generation

Smart data helps you target your marketing messages for maximum lead generation across multiple channels, including email, direct mail, and social media.

Email marketing

[51% of consumers say](#) email is the best way for brands to reach them. To increase email ROI and send emails people will open and read, use B2B profiles and B2C demographic data to replace generic mass emails with personalized messages that speak directly to your target audience.

Direct marketing

Direct mail is still effective, but personalization based on details such as location, age, income, and interests is vital to successful lead generation.

Social media marketing

For many buyers, social media ads fall into two categories: "extremely annoying" or "exactly what I was looking for." To make sure your ads fit the latter category, refine your targeting and audiences using data from B2B and B2C databases.

Building and Nurturing Relationships with the Customer Base

Convincing someone to make a single purchase isn't enough. As a marketer, your goal is to develop lasting relationships with customers. You want customers to trust you and feel loyalty and enthusiasm about your brand, product, or service.

The best way to do this is to deliver personalized messages and content that make your audience feel understood and valued. Here are some ways you can use B2B and B2C data to do just that:

- Refine sales pitches for different audiences based on data-based trends

- Emphasize customer pain points in content and marketing messages

- Offer relevant solutions or products for different buyer personas

- Optimize messages across all marketing channels

- Deliver timely and valuable content based on interests and buying habits

- Offer personalized messages and discounts based on details such as birthdays and anniversaries

Now What?

If your goal is to get the right message to the right people in the right place at the right time, data-driven marketing is the way to go. We've covered the basics — now it's time for you to start putting data at the center of your marketing strategy.

When you're ready to enrich your existing data set with millions of B2C demographics and B2B company profiles, get in touch with our team. We'll be ready to help you find the high-quality people data you're looking for.