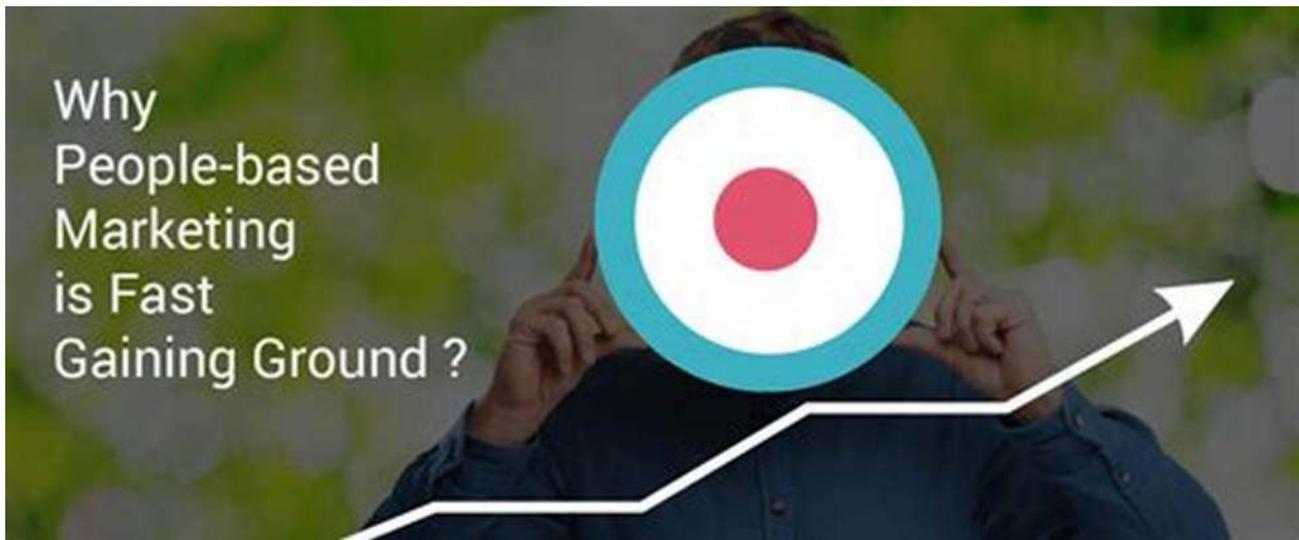


From Data Driven To People Based Marketing



In today's digital age, where data is abundant and readily available, marketers have shifted their focus from traditional methods to data-driven marketing. The ability to collect and analyze vast amounts of consumer data has transformed the marketing landscape, allowing businesses to make data-backed decisions and target specific audience segments more effectively. However, as the marketing industry evolves, a new approach called people-based marketing has emerged, putting the focus back on the consumer rather than solely relying on data.

What is Data Driven Marketing?

Data-driven marketing refers to the practice of using data and analytics to inform marketing strategies and campaigns. It involves collecting and analyzing data from various sources, such as website analytics, customer surveys, social media interactions, and purchase history, to gain insights into consumer behavior and preferences. This data is then used to create personalized marketing messages and tailor campaigns to specific target audiences. Data-driven marketing aims to

optimize marketing efforts, increase customer engagement, and drive better business results.



From Data-Driven to People-Based Marketing: Successful Digital Marketing Strategies in a Privacy-First Era by Marco Hassler (Kindle Edition)

★★★★☆ 4.5 out of 5

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File size : 43736 KB
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Enhanced typesetting: Enabled
Word Wise : Enabled
Print length : 73 pages
Screen Reader : Supported
X-Ray for textbooks : Enabled



The Limitations of Data Driven Marketing

While data-driven marketing has proven to be highly effective in many cases, it does have its limitations. One of the main disadvantages is that it relies heavily on data alone, often overlooking the human element of marketing. Data-driven marketing focuses on analyzing past behavior and predicting future actions based on patterns and trends. While this approach can be successful in reaching a targeted audience, it fails to consider the individuality and uniqueness of each consumer. Additionally, relying solely on data may result in missing out on potential customers who do not fit within the predetermined data segments.

The Rise of People Based Marketing

Recognizing the limitations of data-driven marketing, marketers have started shifting their focus towards people-based marketing. People-based marketing is

an approach that puts the individual consumer at the center of marketing efforts, rather than relying on aggregated data segments. It takes into account the personal preferences, interests, and behaviors of each individual, allowing for a more personalized and humanized marketing experience. Instead of targeting broad demographic segments, people-based marketing focuses on targeted, real-time interactions with individual customers.

The Benefits of People Based Marketing

People-based marketing offers several benefits over traditional data-driven marketing. By focusing on individuals, marketers can create highly personalized and relevant marketing messages that resonate with their target audience. This personalized approach leads to increased customer engagement, higher conversion rates, and improved return on investment. People-based marketing also allows for real-time interactions, enabling businesses to provide immediate responses and tailored offers based on individual customer behavior. This kind of personalized experience helps build stronger customer relationships and fosters loyalty.

The Importance of Combining Data and People Based Marketing

While people-based marketing offers significant advantages, it does not completely discount the importance of data. Data still plays a crucial role in understanding customer behavior and preferences. However, instead of relying solely on data, people-based marketing integrates data insights with real-time customer interactions to create a holistic and effective marketing strategy. By combining the power of data-driven insights with personalized experiences, businesses can achieve the best of both worlds.

From data-driven marketing to people-based marketing, the marketing industry continues to evolve to create better customer experiences. While data-driven

marketing has been successful in targeting specific audience segments and optimizing marketing efforts, the rise of people-based marketing has shifted the focus back to the individual consumer. By understanding the personal preferences and behaviors of each individual, people-based marketing offers more relevant and engaging marketing experiences, building stronger customer relationships and driving better business outcomes. It is crucial for businesses to embrace a combination of data-driven insights and people-based marketing to stay competitive in today's fast-paced digital landscape.

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With First-Party Data, MarTech and Customer Centricity to Marketing on Steroids As an evolution of data-driven marketing, people-based marketing represents the next level in digital marketing. It replaces channel-specific campaigns, breaks up siloed data, and heals inconsistent customer experiences. Furthermore, it focuses entirely on the person, builds trust and creates a true relationship with a

customer in a privacy-first era. Using a comprehensive user profile and appropriate MarTech like customer data platforms it delivers the right message to the right person at the right time.

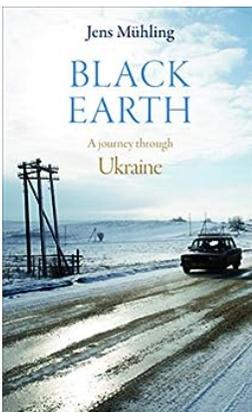
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- Orchestrating journeys with always-on marketing programs: Delivering the right message to the right person at the right time with customer-centric, automated, and AI-supported nurtures

In this book, the author shows in a practical way how people-based marketing is introduced step by step: From the collection of user data, the identification of the user across all channels in a challenging privacy-first era, the MarTech stack required, to the design of micro-moment journeys and entire marketing programs – all the necessary steps are explained in detail. The is measuring and increasing of success of people-based marketing that brings marketing to the next level: marketing on steroids in a privacy-first era.



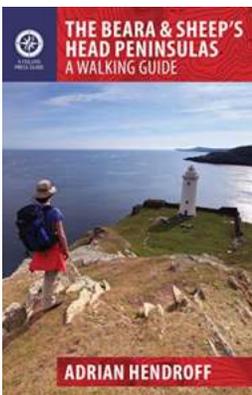
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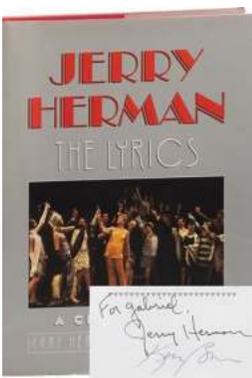
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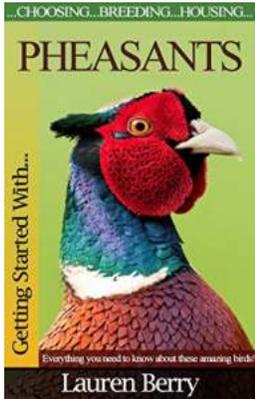
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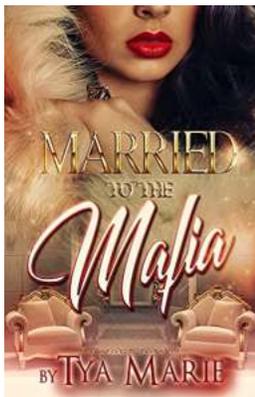
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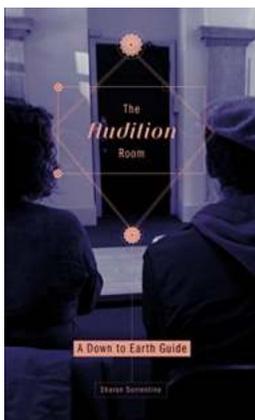
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