

It's not what you know

Alex Tremlett, commercial director at Insight Data, highlights the importance of using reliable marketing data in today's competitive landscape

One of the principal reasons that companies choose to work with marketing agencies is for access to 'contacts'. As we know, the lifeblood of any business is reaching potential customers, and very often it is a case of 'who you know', as opposed to 'what you know', in terms of securing new leads.

The job of a marketing agency is to know potential customers, and who best to target its client's products or services at. The question is, does the marketing agency you employ explore every nook and cranny of your industry in a bid to find new leads? And if you employ a marketing agency, does it have access to the very latest, up-to-the-minute information?

If the answer to either questions is 'No', then it is well worth considering an investment in marketing data, which serves as the foundation for informed decision-making and effective campaigns. By capturing accurate, up-to-date information about potential customers, businesses can tailor their messaging, optimise their outreach and ultimately achieve higher conversion rates. This is where the expertise of companies like Insight Data becomes invaluable.

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When it comes to marketing data, precision is everything. In times past, marketers, both in-house and agency, often employed a scattergun policy towards the generation of leads – a bit of advertising here, a mailshot or two there, and a lot of hope that some of this would stick. Sometimes it worked, sometimes it didn't – either way, it is fair to say that there was very little science behind the whole operation.

Today is a different story. The sheer volume of information out there, along with the need to keep abreast of rapid changes, for example, firms setting up, others going bust, staff leaving, new starters and so on, equates to a full-time job for someone overseeing such data management. And even then, such a role is not a job for an amateur. Deep knowledge of data management systems is required, plus the tenacity to chase leads.

Maintaining data quality is crucial for effective marketing campaigns. Access to relevant and reliable data will significantly improve the effectiveness of your marketing efforts, and reduce wasted resources on invalid or outdated information, allowing you to focus more on strategy development, creative executing and campaign optimisation.

At Insight Data we provide access to meticulously curated data enabling clients to target their potential customers with a high degree of accuracy. This allows for highly focused campaigns that resonate with the intended



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audience, resulting in improved engagement and ROI.

Helping with all of the above, our CRM, Salestracker, is a sales prospecting tool designed specifically for the construction and fenestration industries. It combines real time data updates, advanced search and filtering capabilities, performance tracking and reporting features, and integration with marketing tools.

Buying marketing data provides a strategic advantage that can transform the effectiveness of marketing campaigns and drive substantial results for clients. In an increasingly competitive landscape, the insights and capabilities provided by quality marketing data can be the difference between a good campaign and an exceptional one. □