

Build a better database and boost your audience

 By [Grant Fleming](#)

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For businesses across the board, one way to get better returns is by improving efficiencies. For marketers, in particular, the million-rand question is how to build better databases and grow their audience.



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Building up an audience around particular marketing messages or strategies rather than pushing out any and all content to anyone, is essential. The latter may have been a trend that TV advertising praised, but it is ineffective as well as wasteful when applied to direct marketing campaigns.

Marketers also must pay attention to their 'list hygiene' i.e. ensure irrelevant messages aren't being sent to the wrong demographic. Do this by avoiding over-marketing, a factor which may be missed by those operating with a 'more is better' mindset. This can derail efforts, as even if people are partially interested in the marketing message, they will reach an unsubscribe point more quickly if marketers press them too often.

Dealing with information deluge

Front of mind for marketers should be that people are being besieged by information more than ever. Additionally, email and SMS channels are especially hotly contested marketing spaces, full of marketing promotions. Clearly, any marketers who want to increase their opt-ins need to get their message and audience right from the outset, while ensuring that they send carefully crafted campaigns at the right time.

Segmentation needs to become more sophisticated too and is among top marketing trends for 2018. Doing so helps marketers treat their audience differently and adds a level of personalisation to their campaigns. The [Smart Insights report](#) even suggests greater personalisation will result in an increase in conversions, by keeping marketers relevant and in touch with lists' changing needs and preferences.

Strategies for success

Analytics can play a significant role here. More granular detail can be built up over time such as what day of the week and time of the day messages should be sent to particular segmented audiences for the optimal response.

Spread marketing messages out for a while too, and then hone in on specific days of the week, and times of the day, according to the audience being targeted. It's considerably more effective to target the right audience at the right time than continuously sending general messages all day.

The importance of A/B testing to help hone the message to your audience also cannot be underestimated. By testing two or more variants, and listening to the feedback received, marketers have a basis from which to optimise their campaigns.

Further benefits

As for databases, is bigger still better? Yes, but only as a starting point for the data to be further segmented and refined, empowering marketers to more accurately define their audiences.



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All this may sound like a great deal of work, but the benefit of doing so isn't just to build an audience. It will also help marketers deal with the increased pressure from the Protection of Personal Information (PoPI) act to ensure they aren't spamming their audience. Put frankly, if you have not crafted your message so that you are engaging with your audience, with their permission, you will be out of the direct marketing game.

ABOUT GRANT FLEMING

Grant Fleming has held senior management positions at leading tech, mobile and ecommerce companies. His current role is CEO of Leadify, an automated sales fulfilment channel that helps B2B and B2C brands and businesses turn internal IP into income. He drives the productisation and enhancement of this intelligent SMS and email platform allowing users to customise campaigns, control costs, performance and revenue and eliminate duplicates, overlaps, retargeting and bounce rates. Since launch in 2015, Leadify has processed over 1 billion messages.

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