Marketing Strategies from (Big) Data

Talks on Innovative Practices: Documentation and Management
International Exchange on Performing Arts Documentation

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Hong Kong Arts Festival

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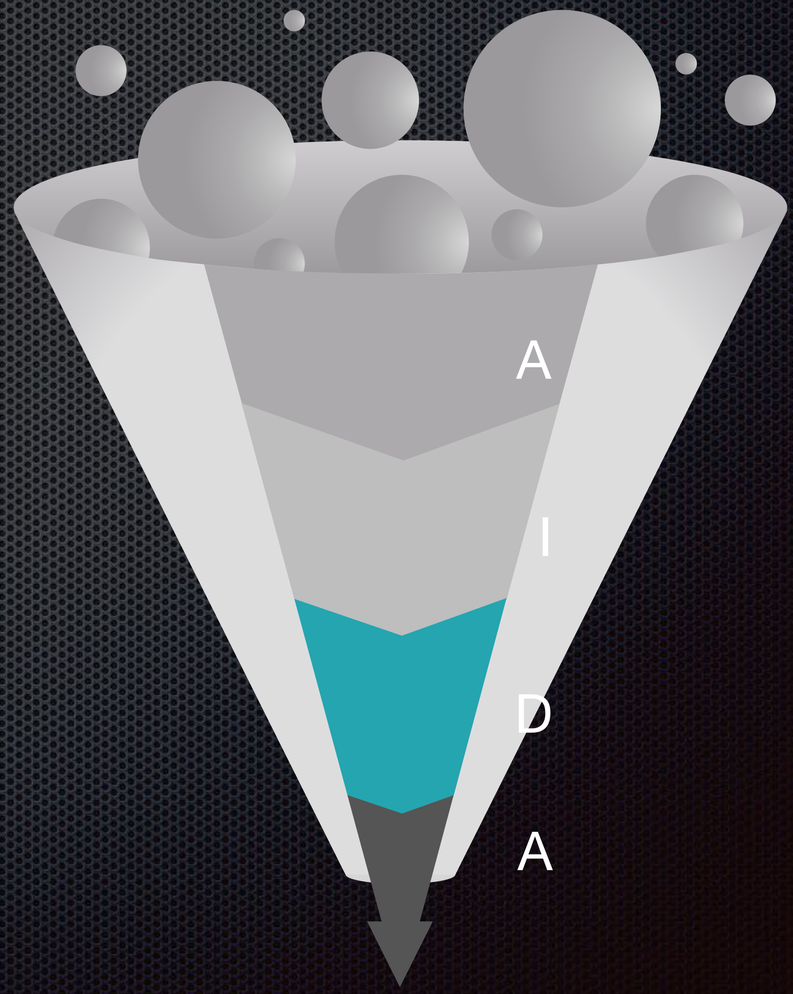
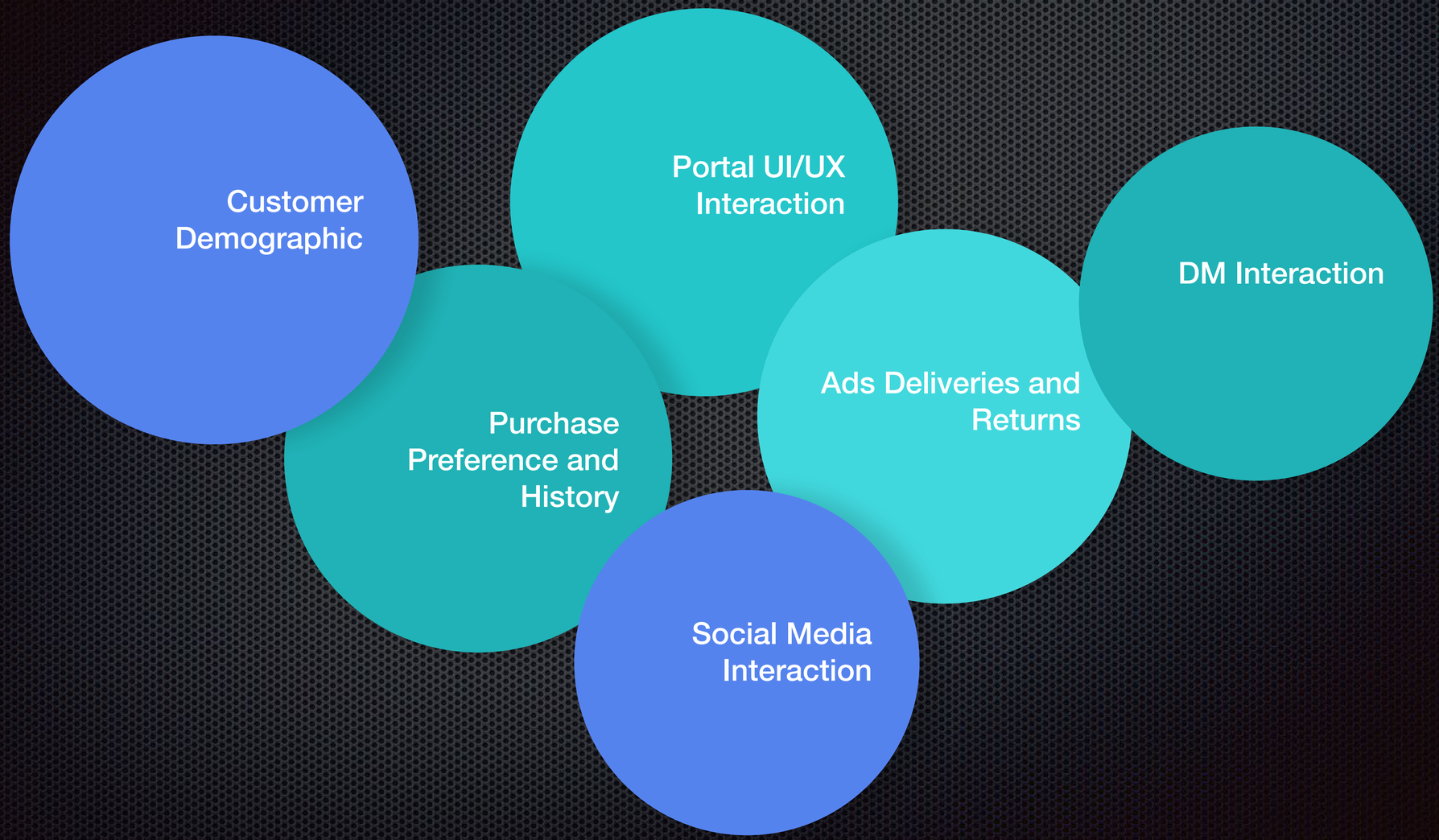
Marketing Strategies from (Big) Data

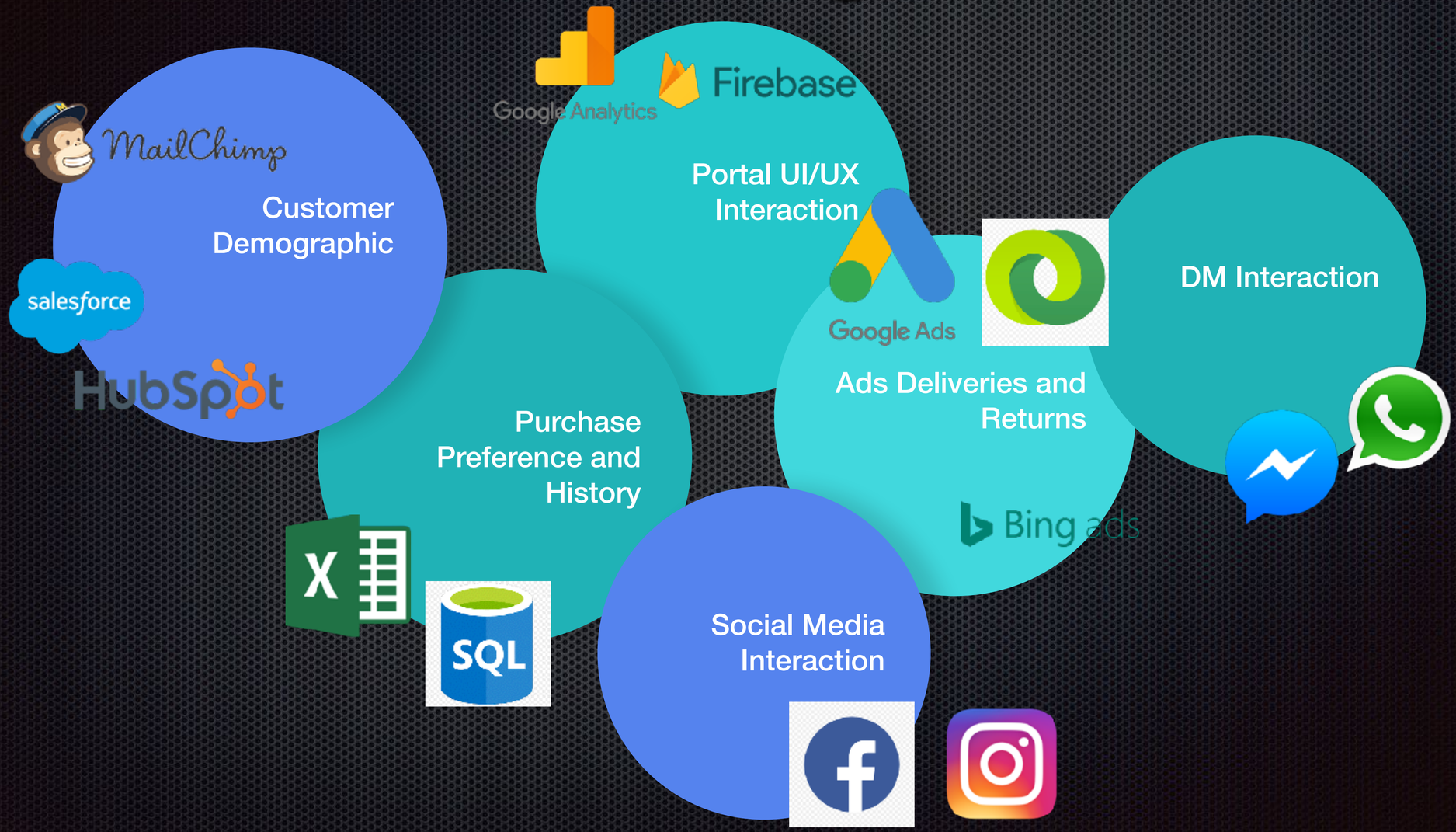
1. What data? How to get?
2. How to make sense of the data?
3. How to drive your business goal?



What data? How to get?



What data? How to get?



compare…

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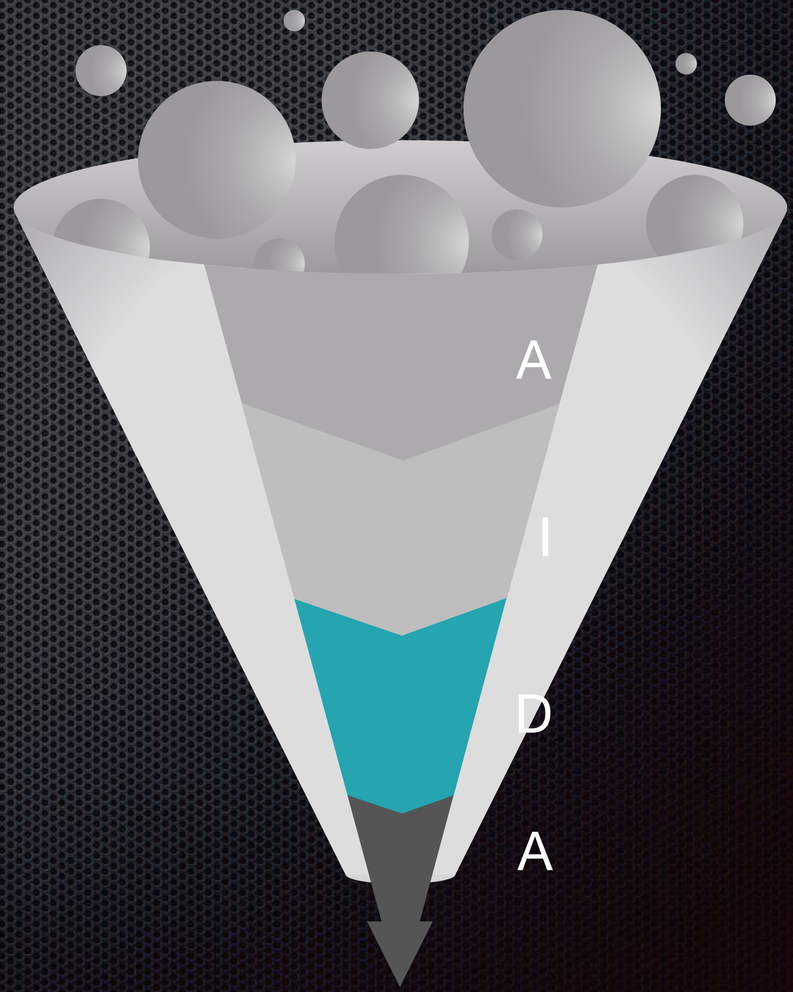
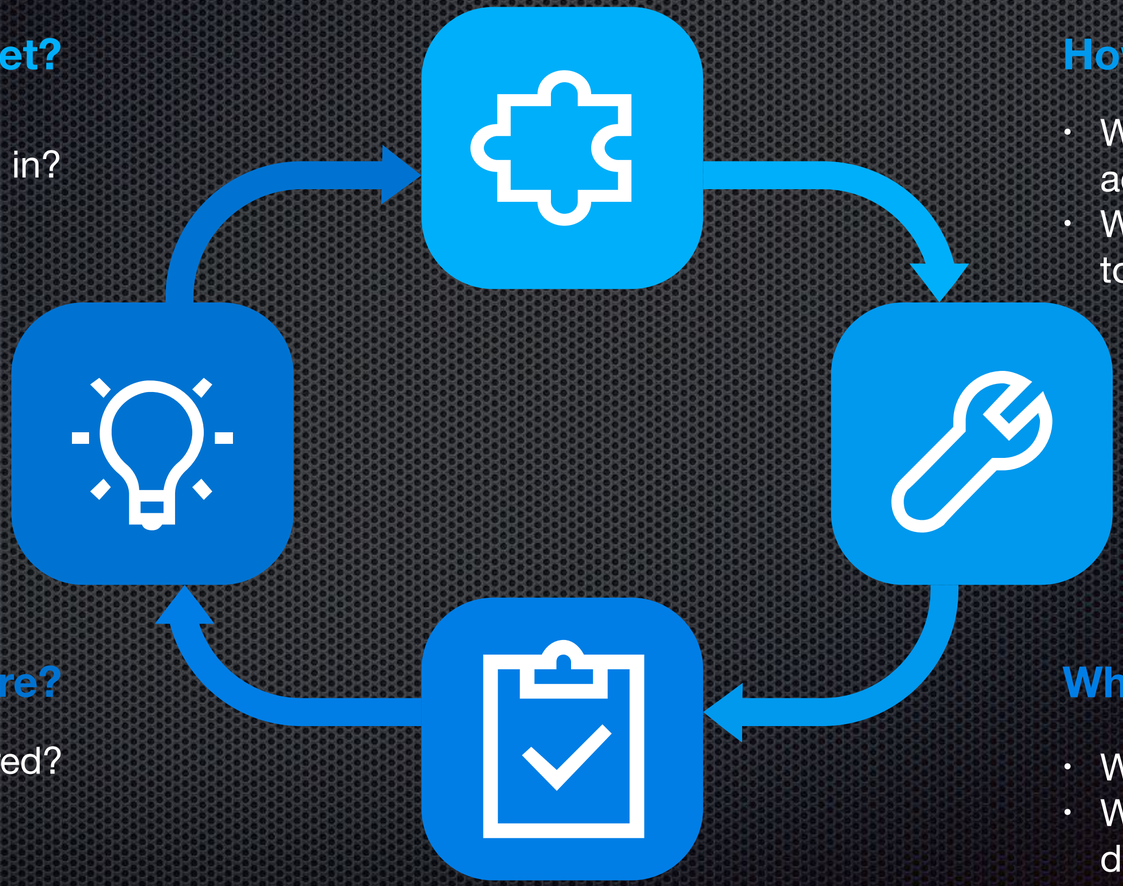


Knowledge Cycle

What to get?

Which area are you interested in?



How to get?

- What is the most relevant tool to acquire the data?
- What are the dependencies required to implement such tool?

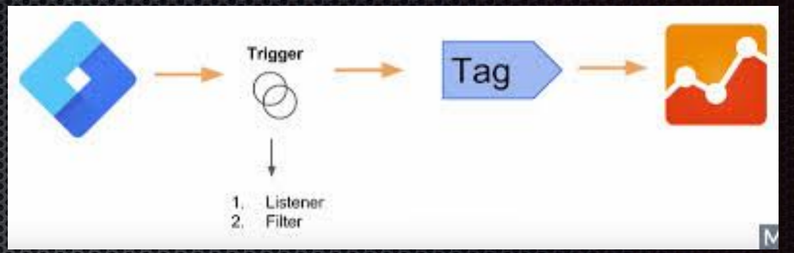
What is got?

- What data is collected?
- What is the metric of the specific data?

How to get more?

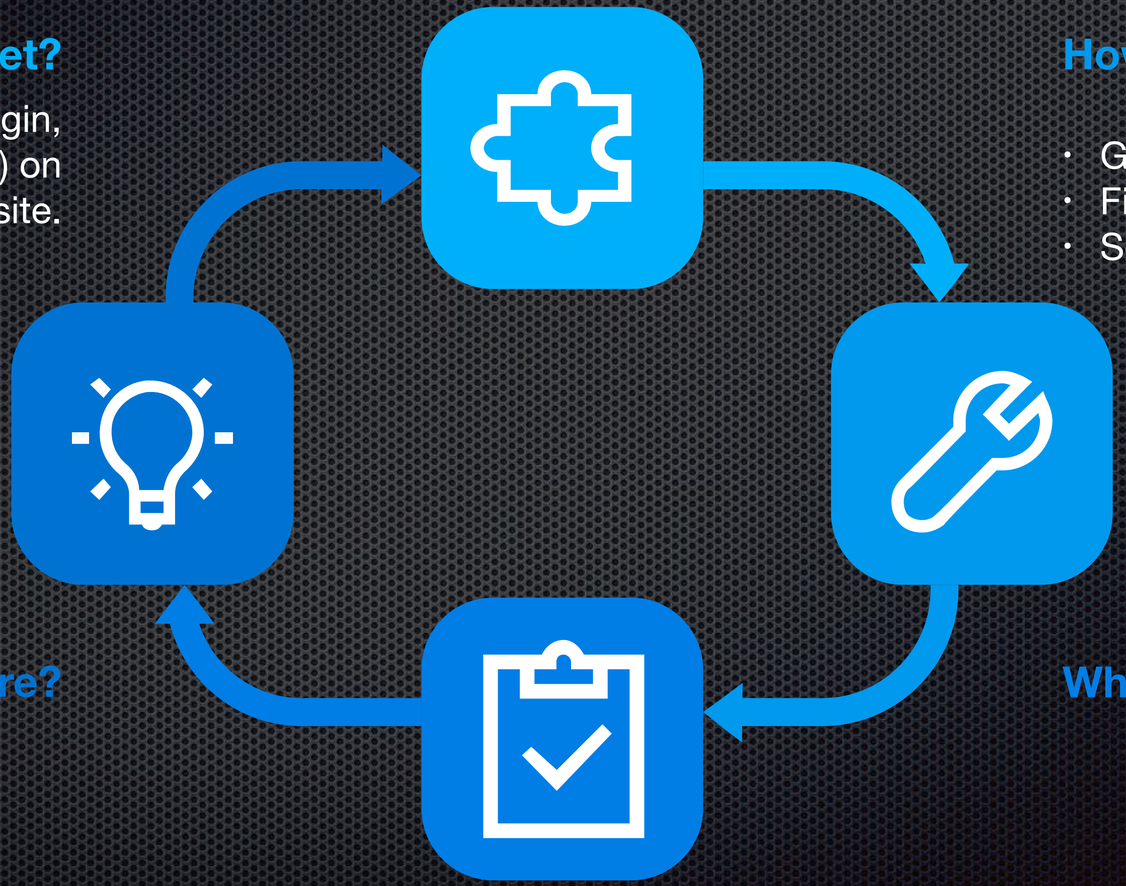
- What data is not acquired?
- Why is that missing?

Use Case



What to get?

Collect user behaviour (e.g. click, login, video views, content download) on website.



How to get?

- Google Tag Manager
- Fire Triggers
- Send to Google Analytics

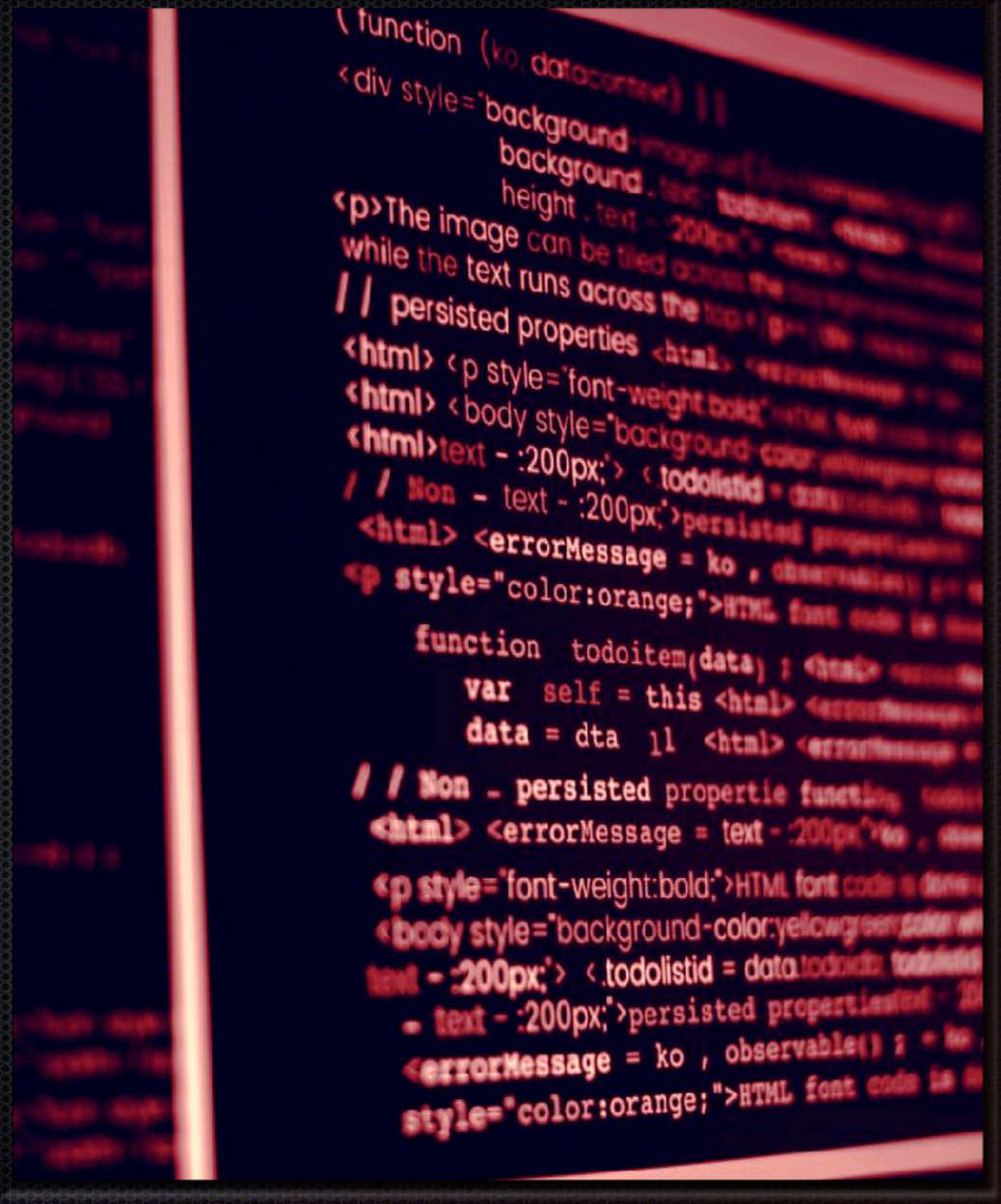
What is got?

How to get more?

對比度
字型
English
無限亮
NoLIMITS
主頁
節目
外展節目
新聞及多媒體庫
關於我們
登記
無限亮
NoLIMITS
Inclusiveness through the Arts 以藝術共融
2020
Debugger connected
Debug information for this page is viewable in the Tag Assistant window Learn more
Connected
nolimits.hk
1
Google container found
GTM-NT2JXKC
Summary
Summary
無限亮 No Limits | 2020 年
4 Window Loaded
3 DOM Ready
2 Container Loaded
1 Message
Output of GTM-NT2JXKC
Tags
Variables
Data Layer
Errors
Tags Fired
Pageview Tag
Google Analytics: Universal Analytics - Fired 1 time(s)
Google Ads Remarketing
Google Ads Remarketing - Fired 1 time(s)
SEM Remarketing Tag
Gcogle Ads Remarketing - Fired 1 time(s)
AP - Conversion Linker
Conversion Linker - Fired 1 time(s)
AP - Floodlight - REM
Floodlight Counter - Fired 1 time(s)
AP - Google Ads Remarketing 2020
Google Ads Remarketing - Fired 1 time(s)
AP - Bing Ads Remarketing 2020
Bing Ads Universal Event Tracking - Fired 1 time(s)
Linkedin Insight Tag
LinkedIn Insight - Fired 1 time(s)
Facebook Pixel ID 371496910081804
Custom HTML - Fired 1 time(s)
Tags Not Fired

Challenges

1. Multiple Touchpoints
2. Different Data Types
3. Multiple (In-)compatible Platforms in Managing Data
4. Experts in implementation



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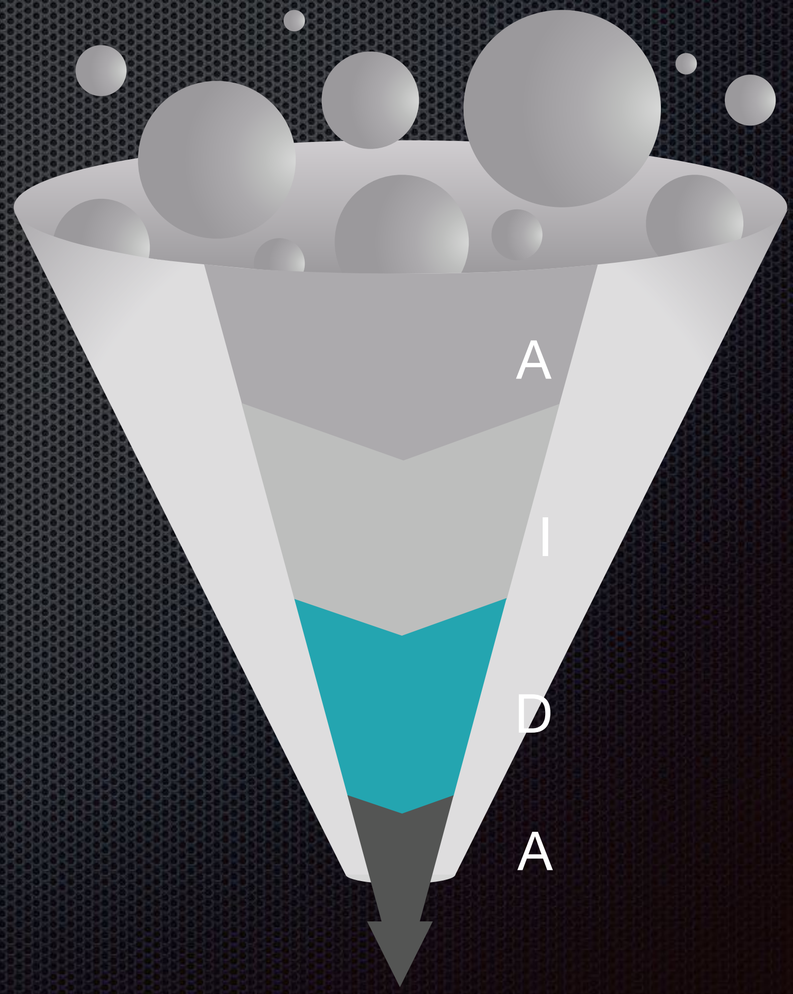
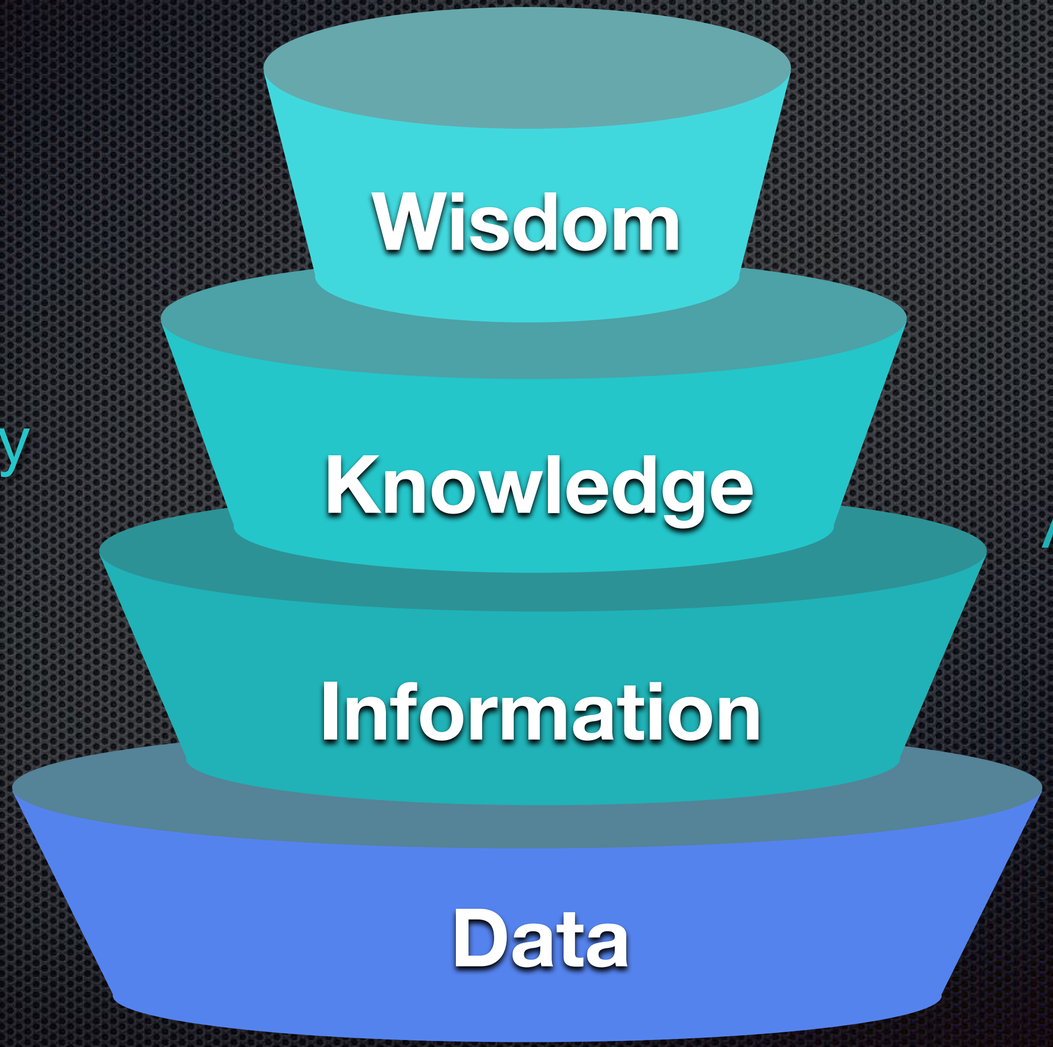


How to make sense of data?



Business Outcome

Decision Quality

Information Quality

Data Quality

Applied knowledge

Actionable information

Data in context

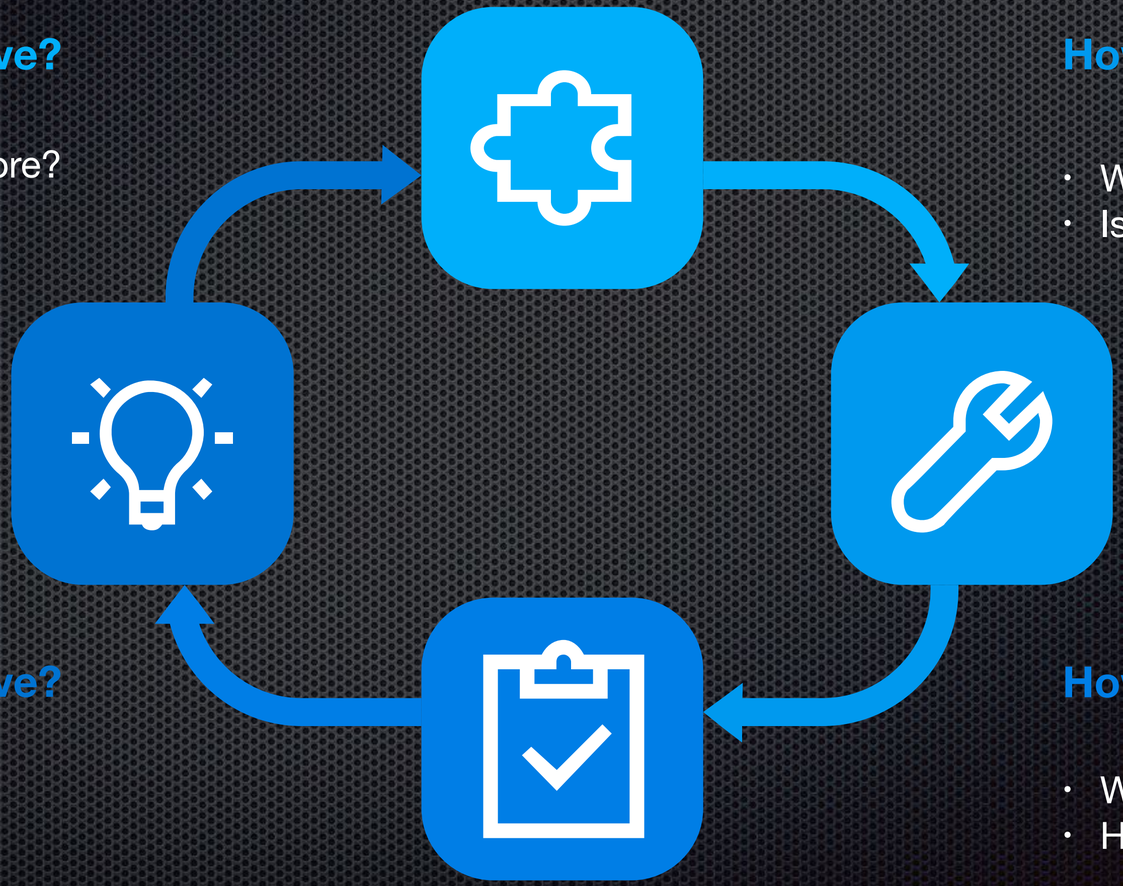
Knowledge Cycle

What data do we have?

What is the data in store?

How to structure the data?

- What is the query?
- Is the data directly comparable?



What insights do we have?

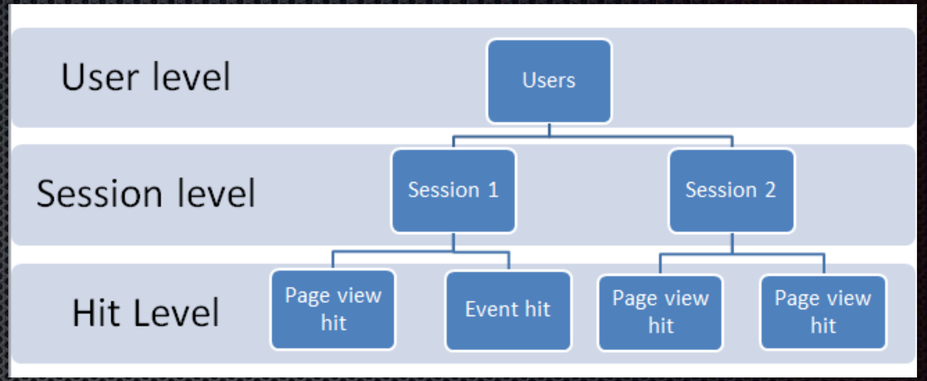
- Any apparent trend?

How to analyse the information?

- What is the top line information?
- How to visualise the analysis?

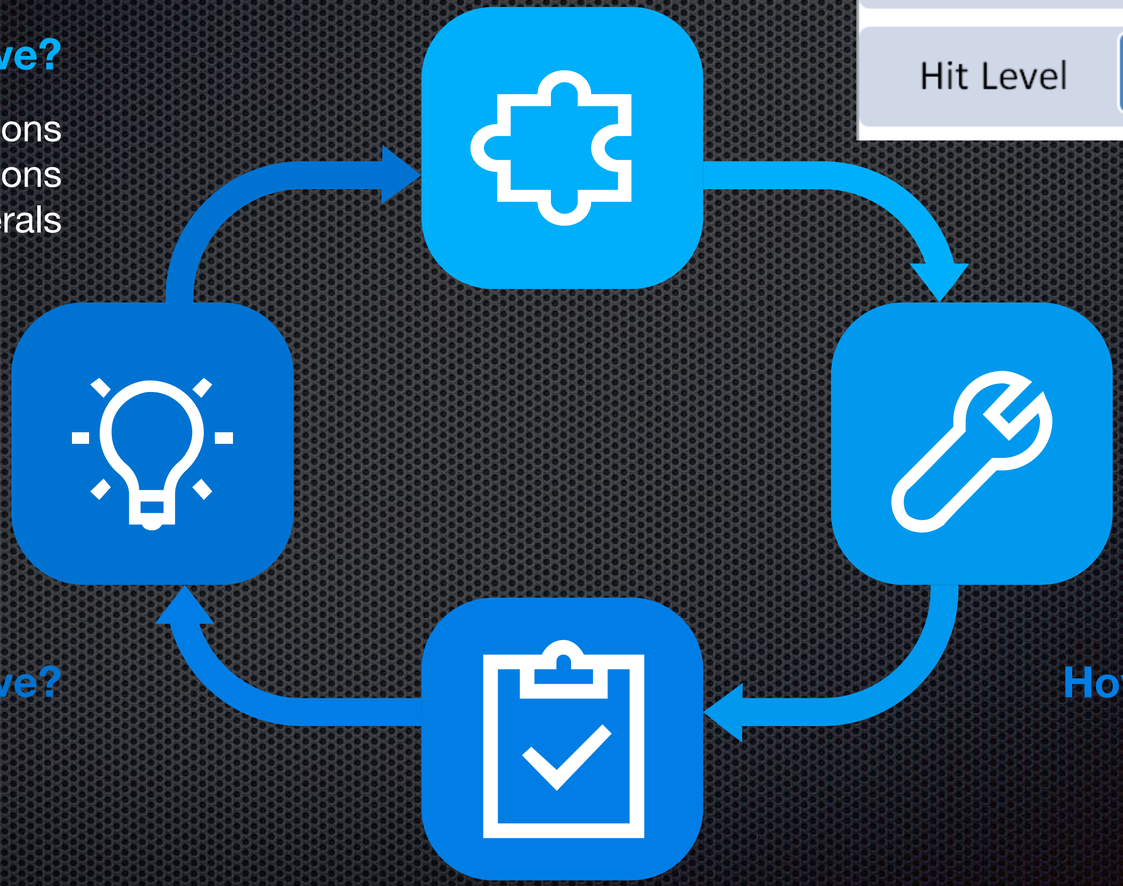
Use Case

How to structure the data?



What data do we have?

Website interactions
Advertising interactions
Social media referals



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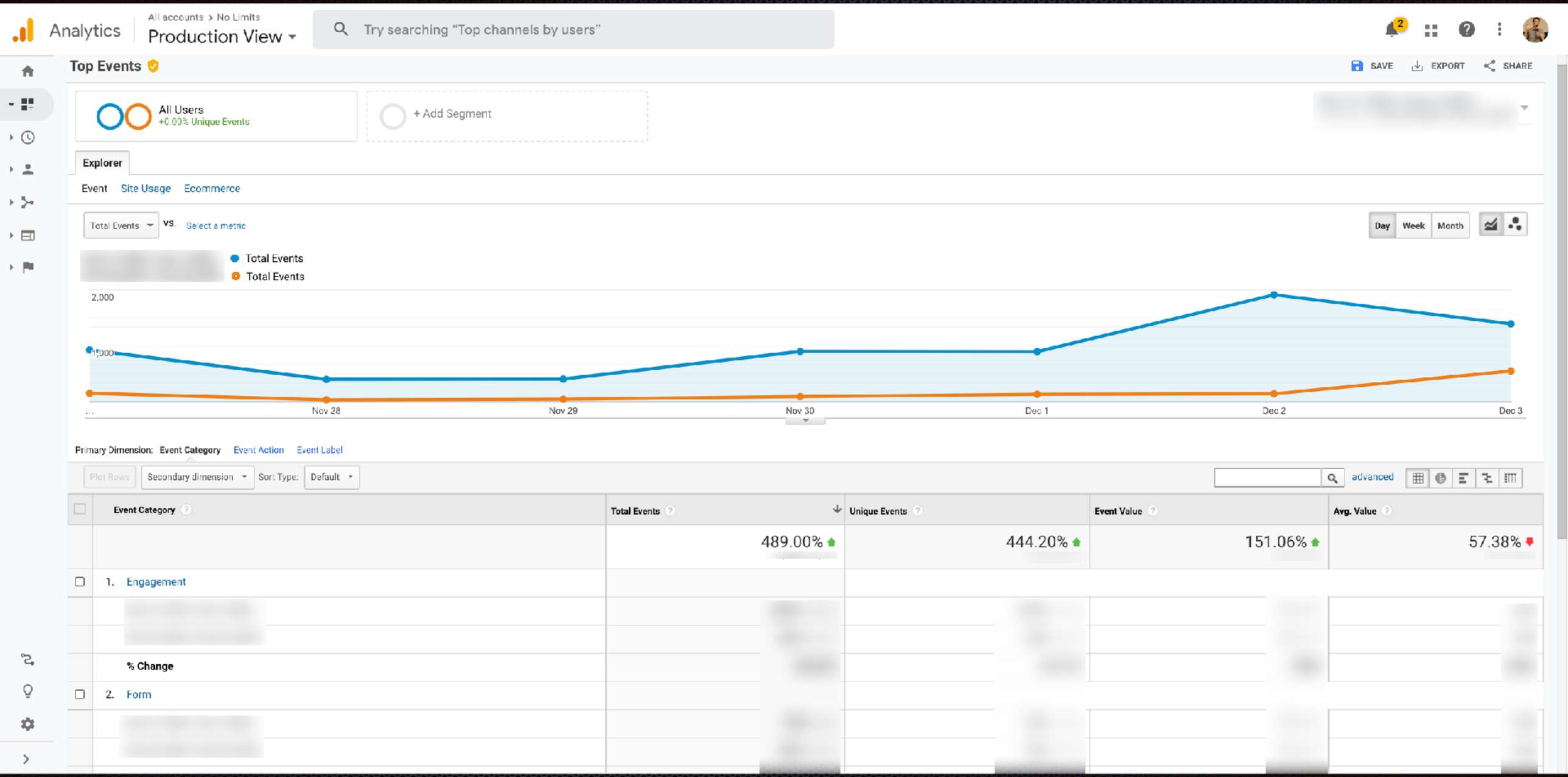
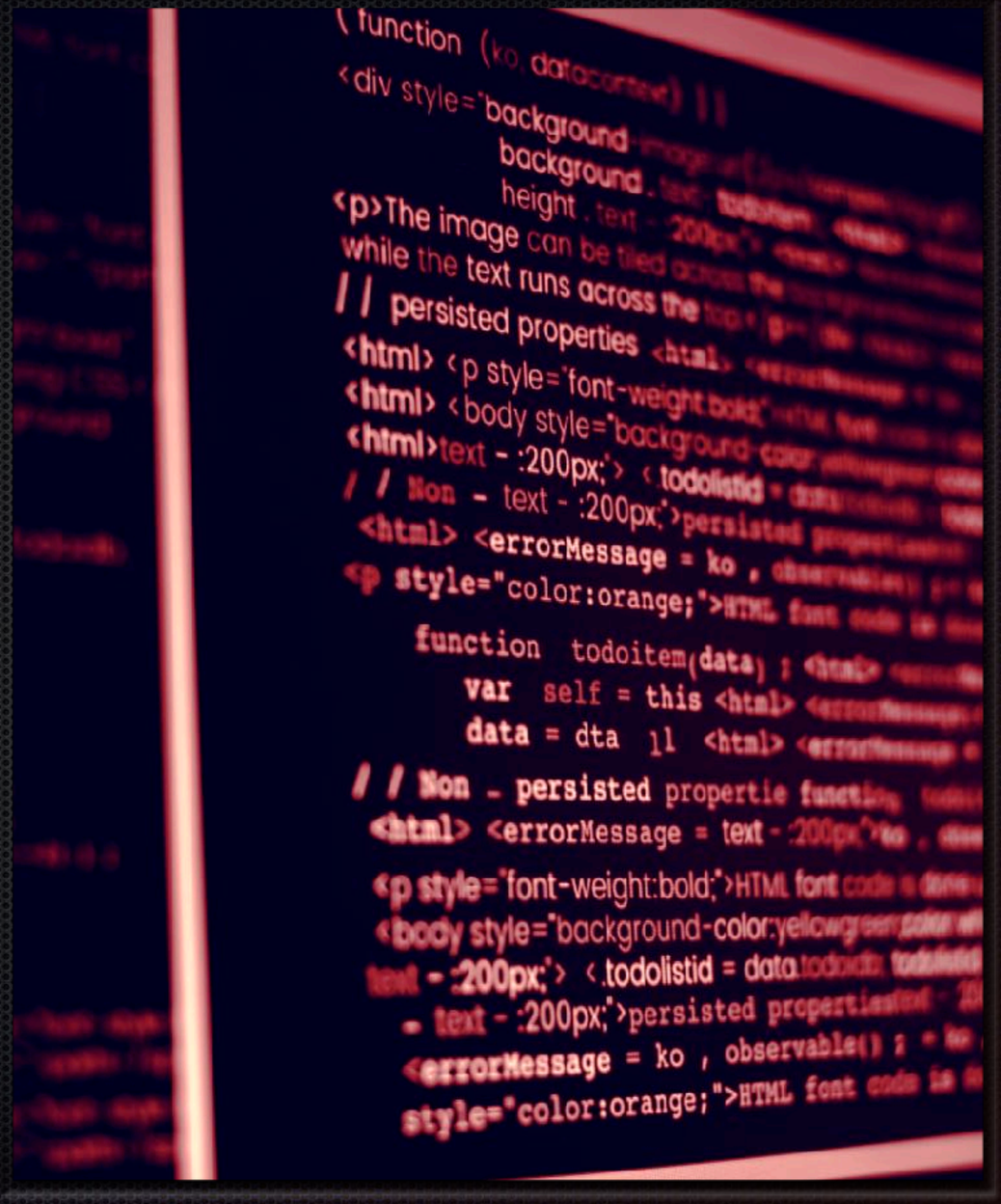
How to analyse the information?


Analytics
All accounts > No Limits
Production View
Try searching "Top channels by users"
Top Events
SAVE
EXPORT
SHARE
All Users
+0.00% Unique Events
+ Add Segment
Explorer
Event
Site Usage
Ecommerce
Total Events
vs.
Select a metric
Day
Week
Month
Total Events
Total Events
2,000
1,000
Nov 28
Nov 29
Nov 30
Dec 1
Dec 2
Dec 3
Primary Dimension: Event Category
Event Action
Event Label
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Event Category
Total Events
Unique Events
Event Value
Avg. Value
489.00%
444.20%
151.06%
57.38%
1. Engagement
% Change
2. Form

Challenges

1. Multiple channels and protocols
2. Platforms may be costly
3. Experts in data analysis



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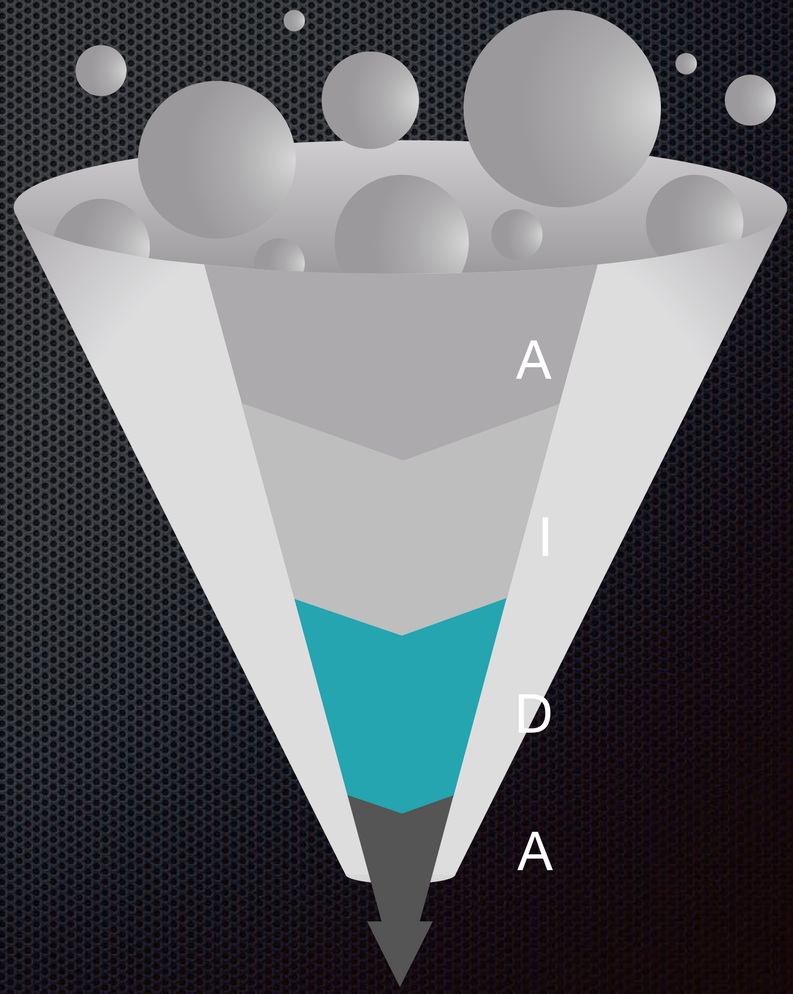
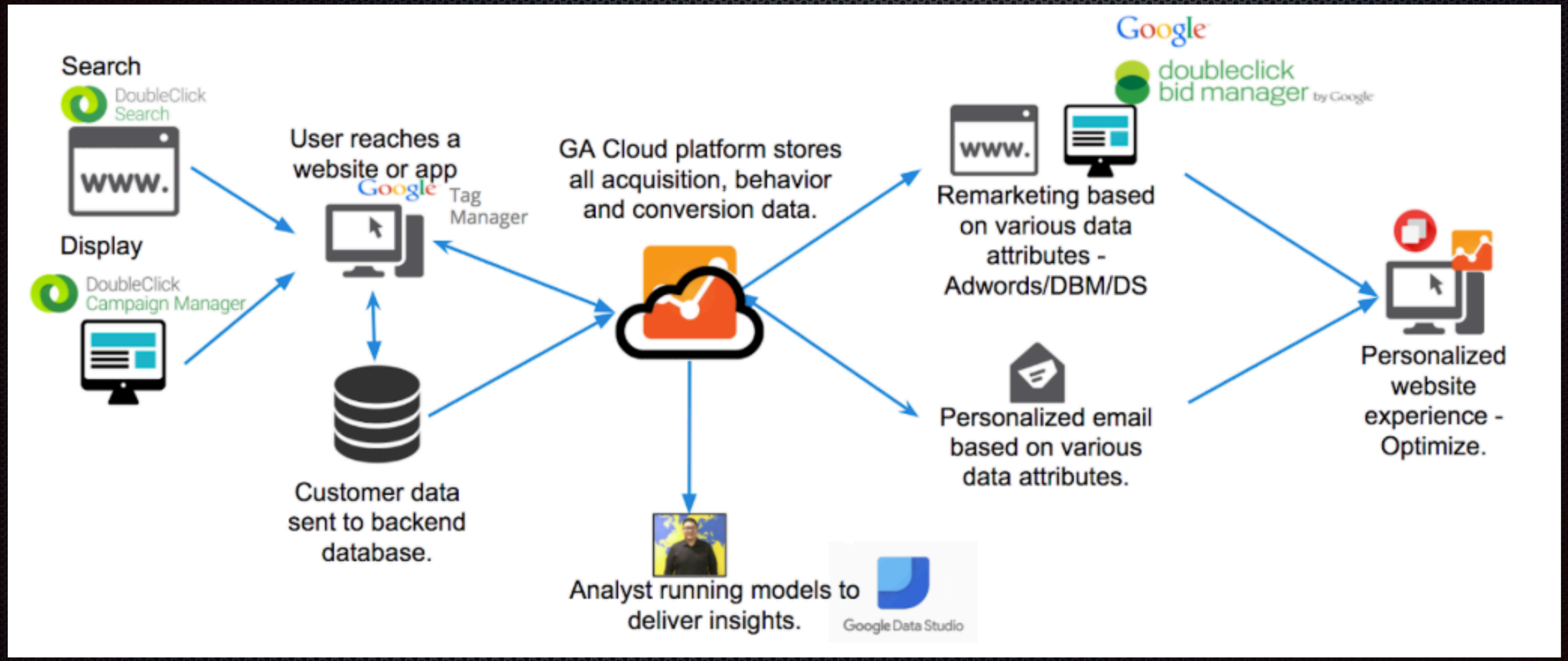


How to drive your business goal?



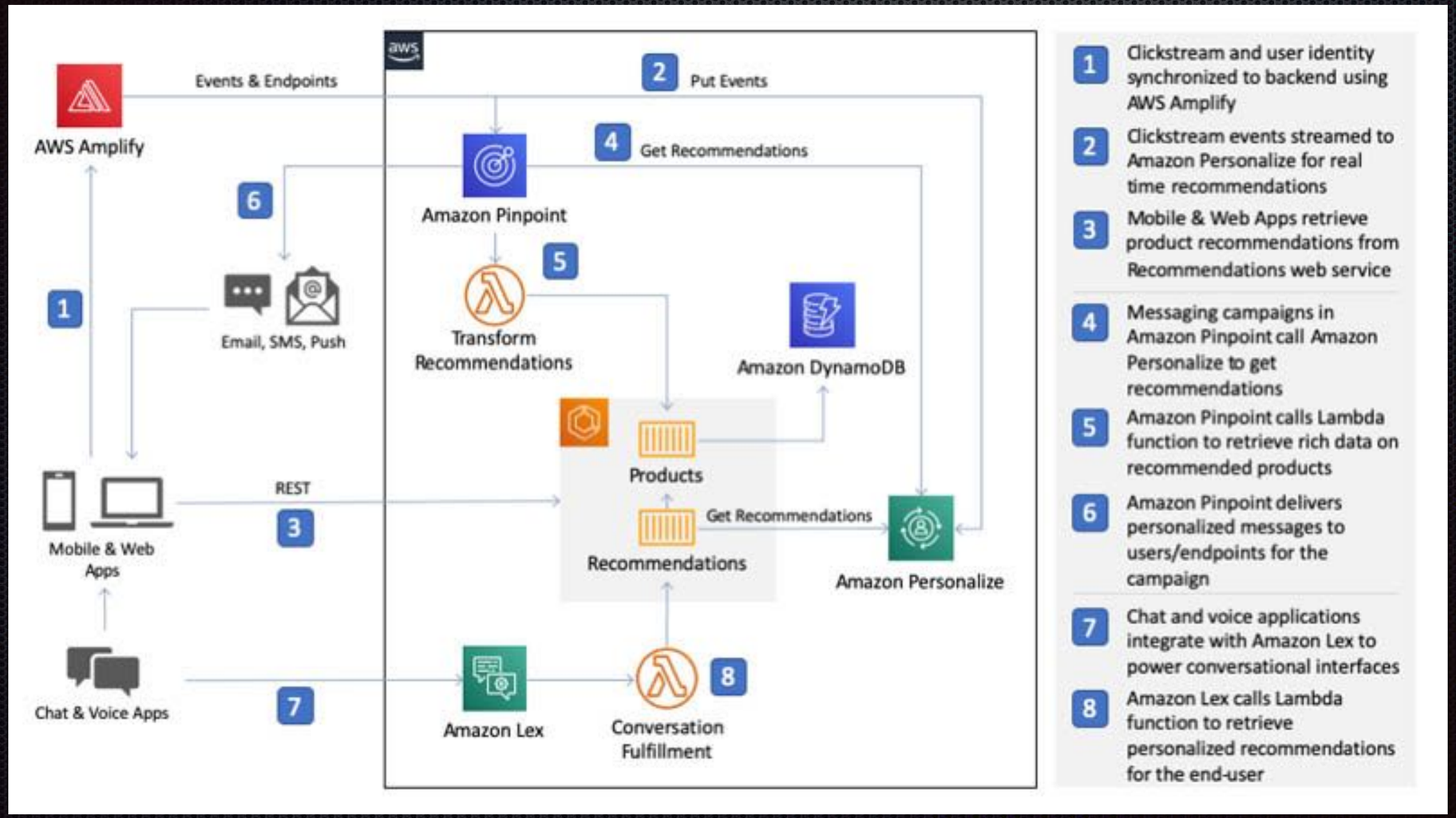
Example goals

1. Personalised experience for customer when visiting a store
2. Enhanced interactions and retentions by emails and messaging
3. Pricing responsive to customer behaviour in maximizing revenue

Personalised store experience

- For product recommendations to work in your favor, you must make sure that the suggestions you offer are relevant and data driven. So, how do you deliver the most accurate recommendations to your customers that match their interests and needs?
- Source

Personalised store experience



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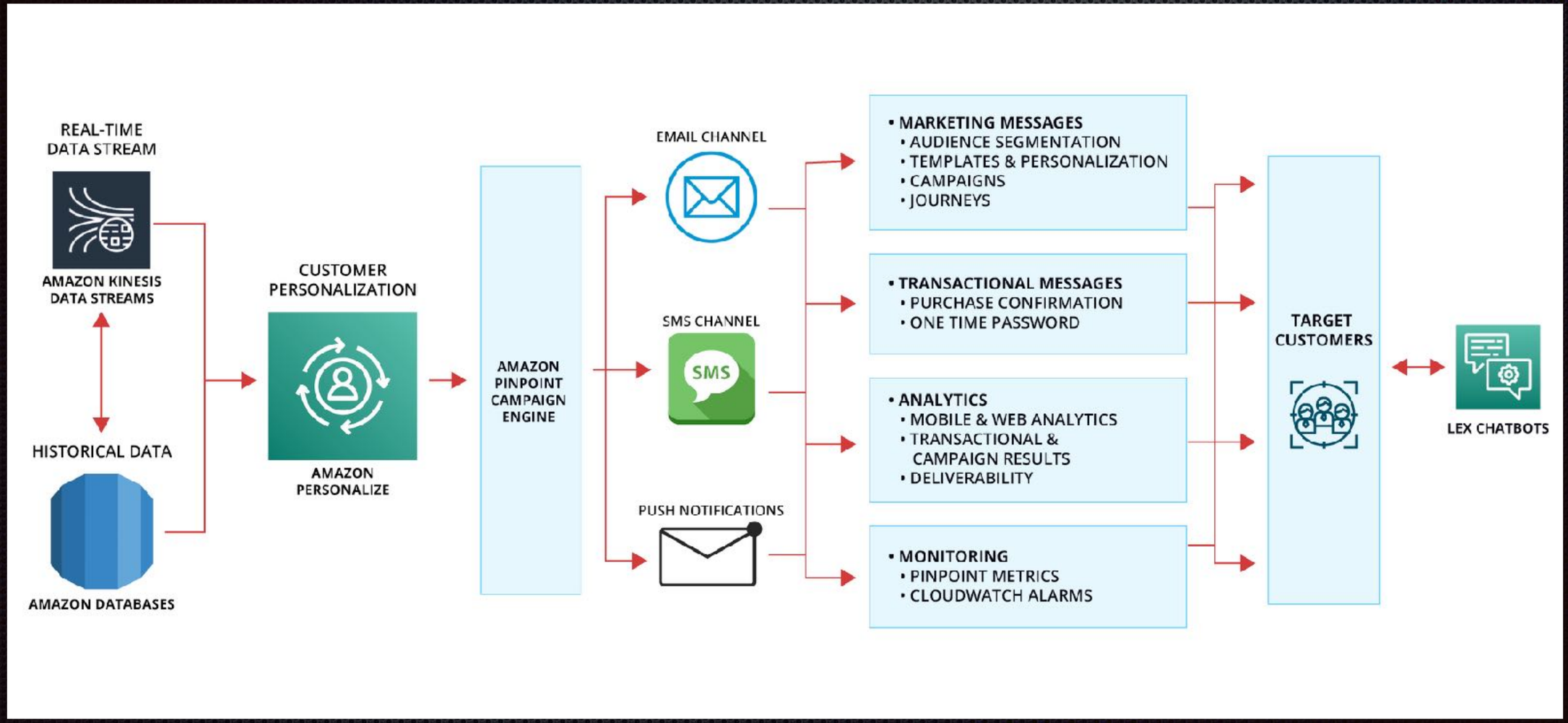
Enhanced interactions

- Omnichannel marketing acknowledges and addresses the fact that the modern customer is no longer confined to a single platform, and therefore, strives to deliver a smoother buying experience to customers regardless of the channel, platform or the stage of the buyer’s journey.
- Source

Enhanced interactions



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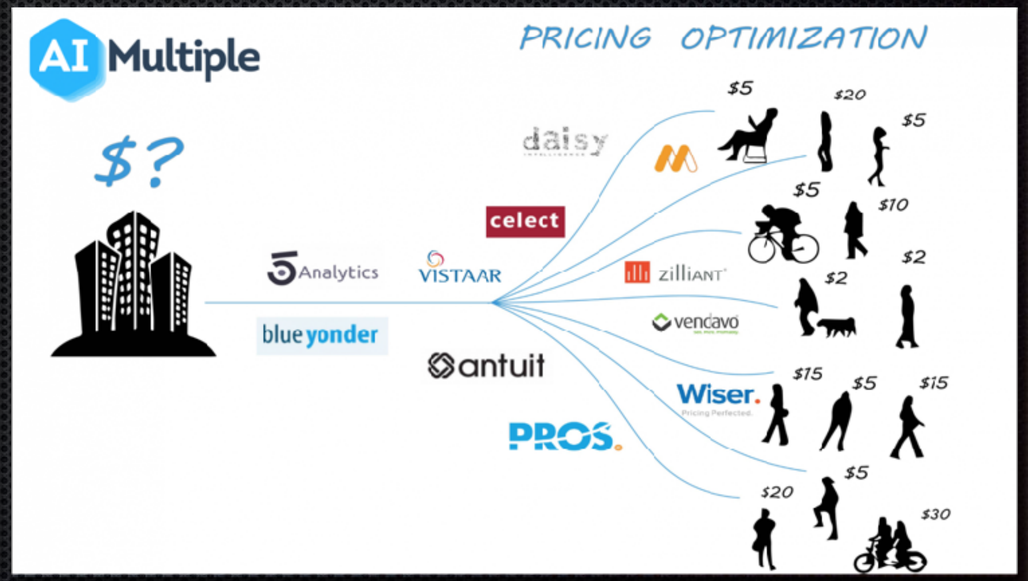
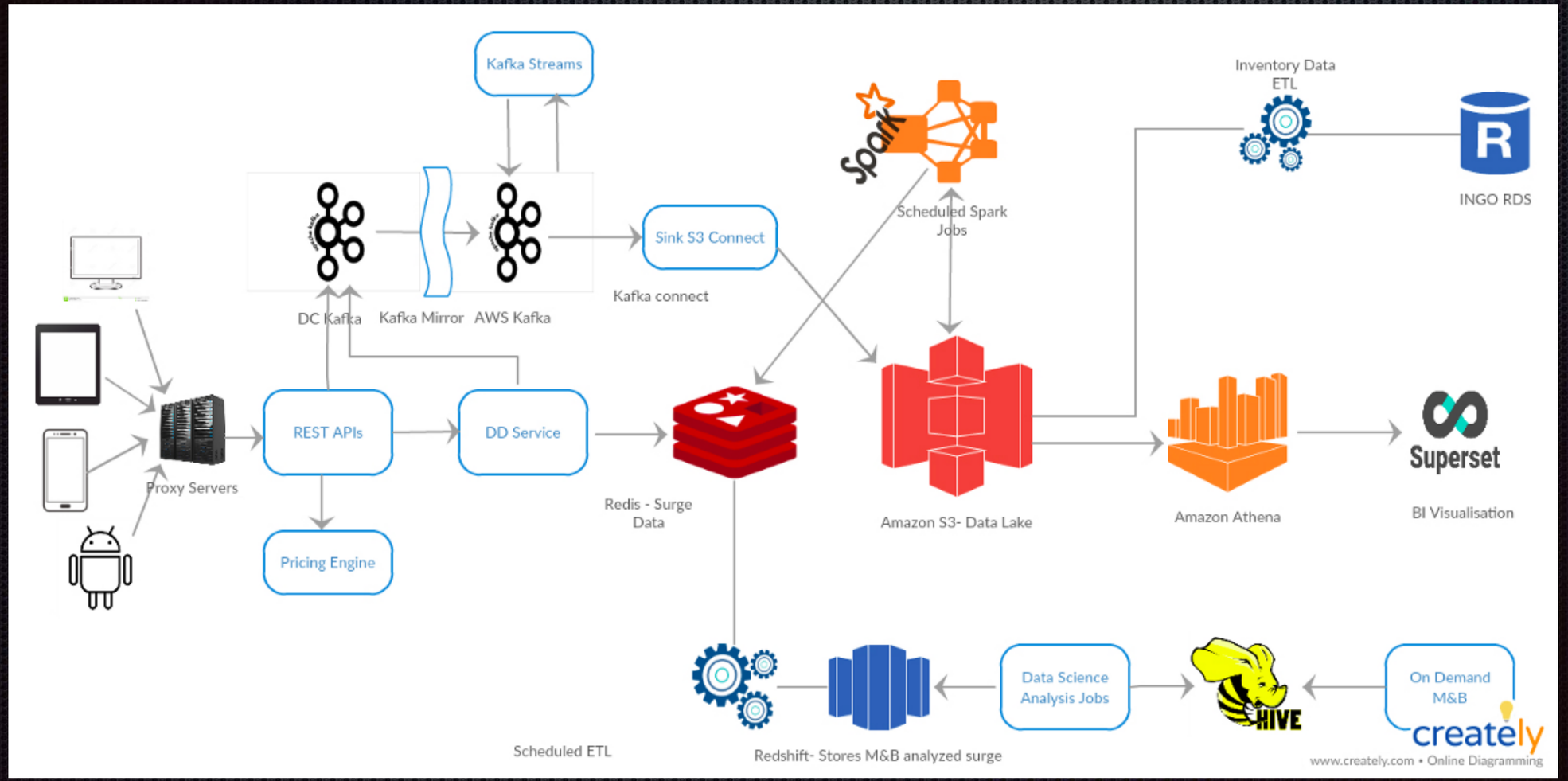
Maximizing revenue

- Dynamic pricing, also called surge pricing, demand pricing, real-time pricing or algorithmic pricing is where the price is flexible based on demand, supply, competition price, subsidiary product prices. Price may even change from customer to customer based on their purchase habits. Dynamic pricing enables suppliers to be more flexible and adjusts prices to be more personalized.

- Source

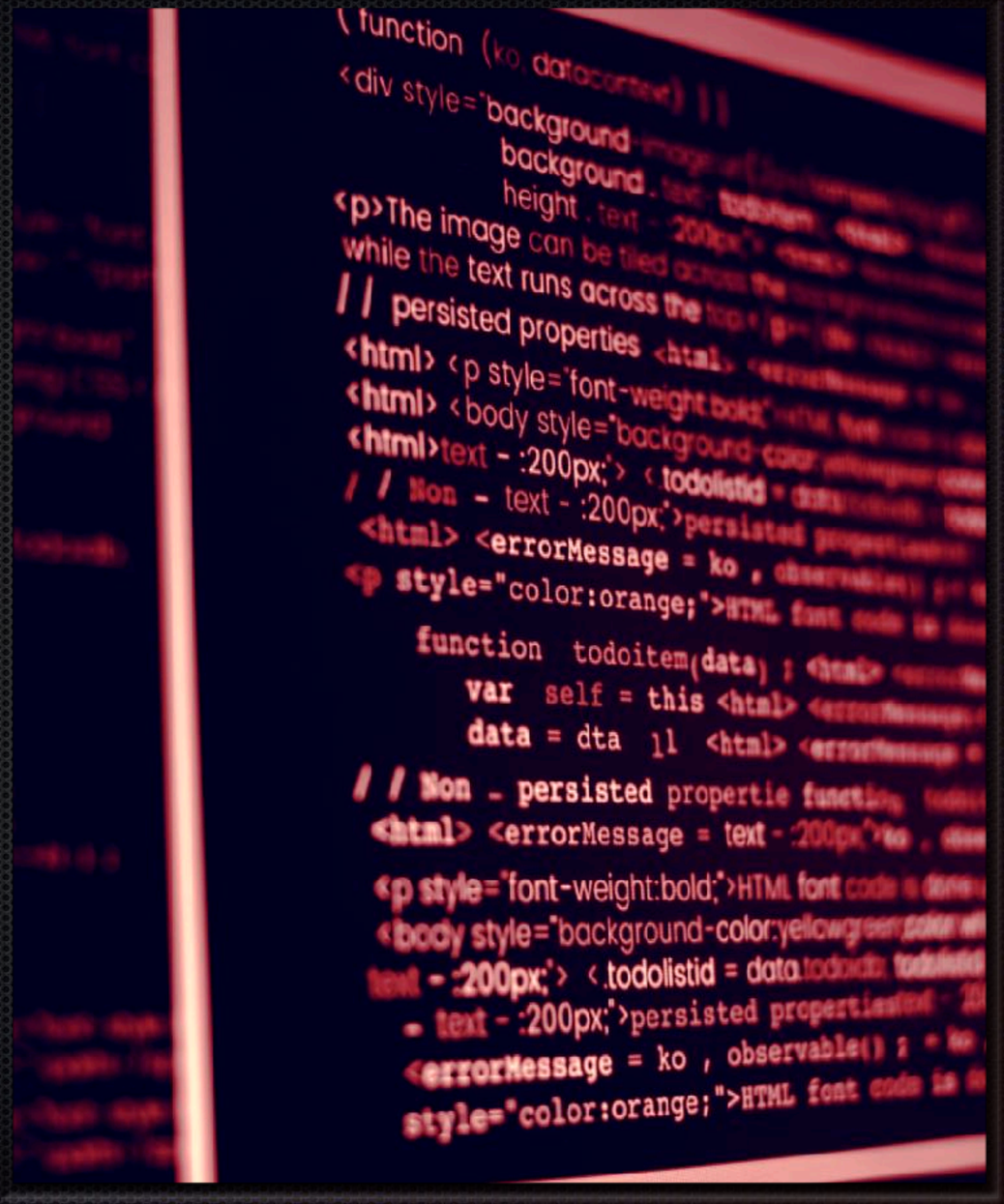


Maximizing revenue



Challenges

1. Is the data big enough?
2. Is there an appropriate tool?
3. Experts in data analysis



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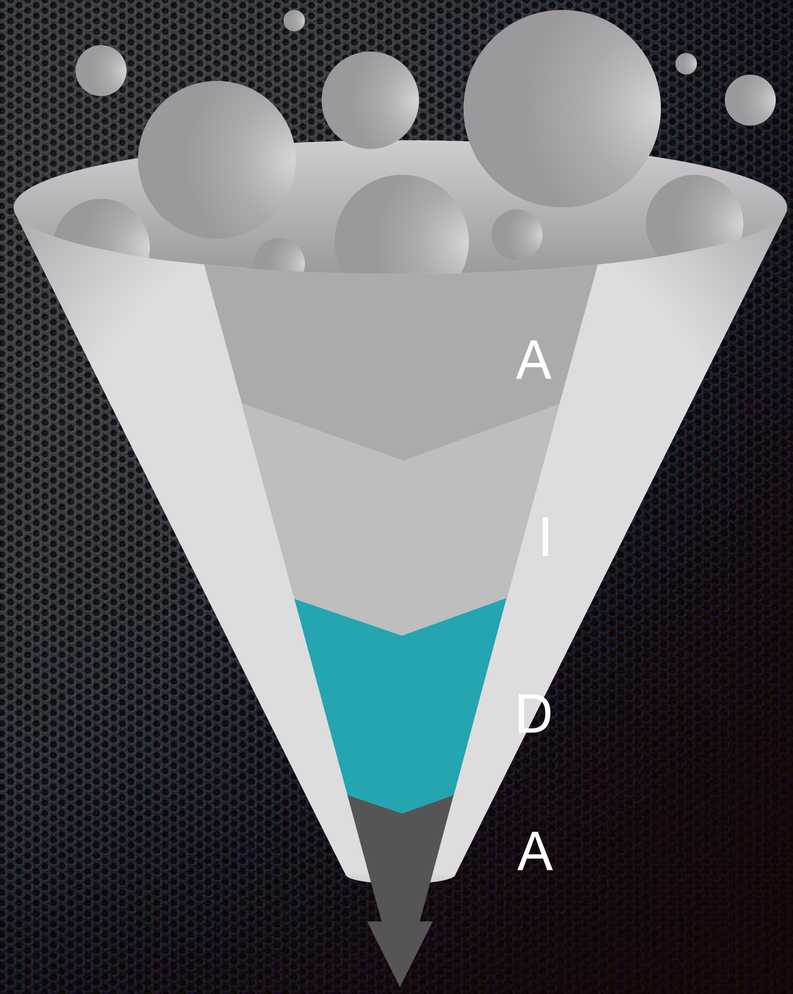
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