

# Mastering B2B Marketing

## Your 3-Step Data Guide

The essentials to build and maintain a formidable database

Your **B2B database** is your company's best tool to bring in new business and retain clients - whether it be marketing, sales or CRM data.

This valuable asset is the **largest factor** in whether outreach campaigns will be successful in growing your business.



**86%** of marketers report **chronic issues** with building and maintaining their databases

Poorly maintained marketing data can reduce engagement rates by up to... **67%**

### Why B2B Data is Important

Your company's **target audience** is represented in your B2B database.

If this database is properly maintained and built upon, it becomes a **valuable asset** to your company.



Failing to effectively maintain your B2B data results in:

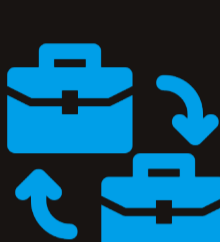
- Opportunities Costs
- Violating GDPR Compliance



### What is B2B Data?

**B2B** (Business to Business) Data is any form of information regarding other businesses and the **contacts** within them. It is typically held in lists or databases.

It does **not** include consumer, or personal information not relevant to business.



- Marketing Databases
- Sales Databases
- Prospect Data
- Consumer Audience Data
- CRM Database

### 3 Steps to Data Management

#### Step 1: Data Cleansing

Every year, a typical B2B database **depreciates** by around...



If your campaigns are suffering a bounce rate over **6%**, servers will start labelling your email domain as a **high risk of spam**.



To maintain an ideal deliverability rate of **over 96%**, you should cleanse your database at least **once a year**.



#### Cleansing Tips

- Have a **data plan** to keep your database defragmented.
- Contacts can easily be duplicated into **groups** over time, based on pipeline movement.
- Keep a **single client record**.



The Data Business can help!



Consider a **free Data Audit** to quickly and effortlessly get a **professional assessment** of your database conditions.

### 3 Steps to Data Management

#### Step 2: Data Building

To **maintain** steady growth, organisations should aim for their prospect database to have a net annual **growth** of...



Even so, a smaller but **high-quality** database of accurate and valid contacts is more **impactful and efficient** than a high volume of poor data.



Start by considering the **universe** of your target audience, then assess how much of this you want represented in new data.



#### Sourcing New Data

Always ensure you **know the source** of your new data. It should be open-sourced and compliant with GDPR.

Make sure your organisation's **key requirements** are accounted for when sourcing new data.



#### 3 Types of Email Address:

- **Executive Email:** `firstname.secondname@thedatabusiness.net`
- **Personal Email:** `firstname.secondname@gmail.com`
- **Generic Email:** `info@thedatabusiness.net`

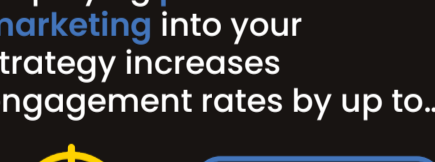
Only work with **executive** email contacts.

Personal & Generic emails are **far less valuable** and won't flag when a contact becomes invalid.

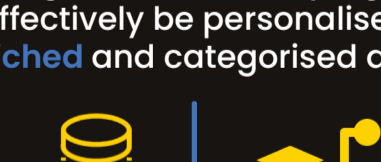
### 3 Steps to Data Management

#### Step 3: Data Enrichment

Employing **personalised marketing** into your strategy increases engagement rates by up to...



Marketing and sales campaigns can only effectively be personalised with **enriched** and categorised data.

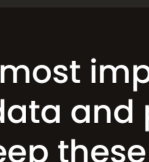


Aim to **segment your audience** by categorising their job titles by:

- Seniority
- Job Function
- Organisation Sectors
- Organisation Types



Assess the most important **fields** for your data and prioritise a plan to keep these **complete**.



Having a **comprehensive system** to categorise organisations into their sectors and types will make segmented marketing **much easier**.

Carry out a **regular gap-fill analysis** to keep on top of new and moving data.



The Data Business can help!

We can help you build and maintain a formidable B2B database which returns **more business** for your organisation.