

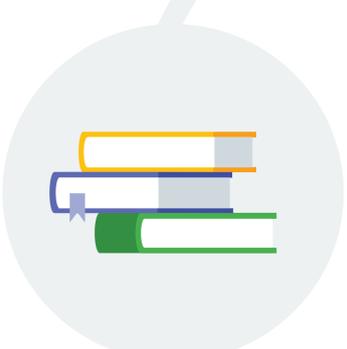
How to make everyone on your team a data-savvy marketer



To stay competitive in today's mobile-first world, everyone in your organisation—data scientist or not—should know how to analyze and interpret marketing data, from customer insights and key trends to overall performance. Yet, in a recent Econsultancy survey, two-thirds of mainstream marketers said their organisations do not yet have sufficient analyst-related resources to accompany data-related goals. On the other hand, the study showed that leading marketers—those who outperformed their top business goals in 2016—appeared to have found a solution: Enable everyone on the team. Nearly 6 in 10 leaders say that in their organisations today, generalists get enough training to effectively use their data and analytics resources. It's no surprise then that training your entire marketing team to be data analysis pros can not only amplify your analytics purview, but also help you better reach customers during the moments that matter most. Here's what to do.

Identify knowledge and skill gaps

Figure out what your team already knows—and what they need to learn—with skill assessments in corporate learning programs, training modules, and other channels.



Why it matters

Across all types of organisations, 75% of marketers agree that lack of education/training on data analysis and analytics is the biggest barrier to making more key business decisions based on data insights.³ Set a baseline for knowledge requirements to bring everyone up to speed on how to analyze data.

Make sure your data is ready for prime time

Before giving your broader teams a peek at your data, make sure it's presentable. Good data is usable data, and that means it should be clean, organised, secure, and understandable.



Why it matters

Leaders are 33% more likely to say that their data and analytics strategy explains how the organisation defines and measures the touch points in the customer journey.⁴ Provide clear definitions and common metrics so everyone in marketing can speak the same language.



Provide easier access to data

Free data from organisational silos to better understand analyst's reports and recommendations—and how to use them.



Why it matters

Opening up access to your data will improve the way your business performs, according to leading marketers, who are 57% more likely than their mainstream counterparts to strongly agree on this approach.⁵

Recognise and reward data pros

Acknowledging and rewarding people who apply data insights to their campaigns (and see results) won't just build enthusiasm on your team—you'll also identify team members who can train others and share their success.



Why it matters

Nearly 7 in 10 marketing leaders say their organisations use data to make decisions at all levels.⁶ Identify and promote data-driven marketers—in particular, those on track for leadership positions, so they can influence decisions and teach other team members to lead with insight.



Enable teams with technology

Once your entire marketing team has the data chops to give your company a competitive edge, make sure they have the technology needed to take action.



Why it matters

Organisations with integrated marketing and advertising technology are 59% more likely to use digital analytics to optimise user experience in real time compared with marketers operating without fully integrated technologies.⁷ Delivering more relevant customer experiences is a win-win for everyone.

Sources

1-7 Google/Econsultancy, "The Customer Experience Is Written in Data", U.S., n=677 marketing and measurement executives at companies with over \$250M in revenues, primarily in North America; n=199 leading marketers who reported marketing significantly exceeded top business goal in 2016; n=478 mainstream marketers (remainder of sample); May 2017.