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# How to Use Data for Marketing

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# Marketing – Data Driven Approach



- Don't spend money without purpose

**53%**

Do not use ROI, NPV, or other performance metrics

**57%**

Do not use business cases for marketing campaigns

**69%**

Do not pilot their marketing

**73%**

Do not rate campaigns based upon key business objectives



# Tip #1 – Identify your biggest PoP

What's your biggest **point of pain (PoP)**?

This cannot just equal \$\$\$.  
What **specific, identifiable, metric** are you looking to improve?

- Awareness
- Conversion of applying candidates
- Recertification



# Tip #2 – Know your Metrics



Sometimes required before #1...

## Classic non-financial

**Brand awareness**

Test-drive

**Churn**

Customer satisfaction

**Take rate**

## Classic financial

Profit

Net present value

Internal rate of return

Payback

Customer lifetime value

## Modern marketing

Cost per click

Transaction conversion rate

Return on ad dollars spent

**Bounce rate**

**Word of mouth**

# Tip #3 – Fix Small Problems before Marketing



Major issues:

What **value** is provided on your website?

How can you **engage** with your customers?

Are you **mobile** ready?

Is your **database** built to handle **relationships**, not just a transaction?

Create a take rate method.



# Take #4 – Design your Study with Metrics in Mind



You have your point of pain

You learned your metrics

You fixed the small problems

Know your **goal** and **design** to measure it





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# Thank you very much!

Contact me at the roundtable after

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