

Grow your database

Continually adding more of the right future customers to your database - and therefore into your acquisition marketing and sales funnel - is essential for business success.

Top tips:

1. You should be continuously growing your database via 3 methods: inbound lead gen/data capture (via web forms); targeted research into key accounts; and targeted research to 'clean & update' email hard bounces (find out where that person has moved to in their new role, and add to the database the person who has replaced them).
2. Only collect & store the data you really need for segmentation and insight.
3. Always store your data in a proper CRM or marketing platform with good functionality for segmentation and integration.
4. Don't expect 'bulk buy' email lists to work well. Everyone else is buying and emailing this data too, and it is not likely to be relevant enough. It's cheap for a reason.

Read more:

[Practical guide to optimising your database](#)

Strengthen your website

Your website is your most important marketing channel - essential for brand positioning, engagement and conversions. You may need a new one, or you could strengthen what you've got.

Top tips:

1. Don't be tempted to choose the cheapest solution for your website creation or management. This may keep your marketing spend down, but you will pay the price in terms of business success and growth.
2. When building a new website, make sure you follow [this process](#).
3. To strengthen your current site in terms of SEO - review all your messaging and content, as well as your technical set up. Only adding 'more of the right keywords' won't help.
4. To get more web visitors to convert to prospects, add data capture forms in front of content on your website. Feed this data into your database for email marketing.

Measure your marketing

Starting with website analytics (including GA4), ensure you have strong visibility of marketing performance by channel and tactic, so that ROI is clear and where to invest is obvious.

Top tips:

1. Ensure you have a clear set of marketing objectives that line up behind your business strategy. Marketing needs to be about business outcomes.
2. Identify the key metrics you need to analyse to understand the performance of your marketing against objectives. Here are the [top 15 metrics that matter the most in digital marketing](#).
3. If you use Google Analytics, make sure you have GA4 set up. Universal Analytics is being phased out in July 2023. [Here is more info](#).
4. Create a marketing metrics dashboard, and put a process in place to review this monthly at a minimum (ideally every 2 weeks!). Conduct a thorough 'deep dive' analysis at least once every 12 months to benchmark your results and ensure your marketing data is feeding into your marketing strategy.