campaignware

RIGHTSHOLDER MASTERCLASS
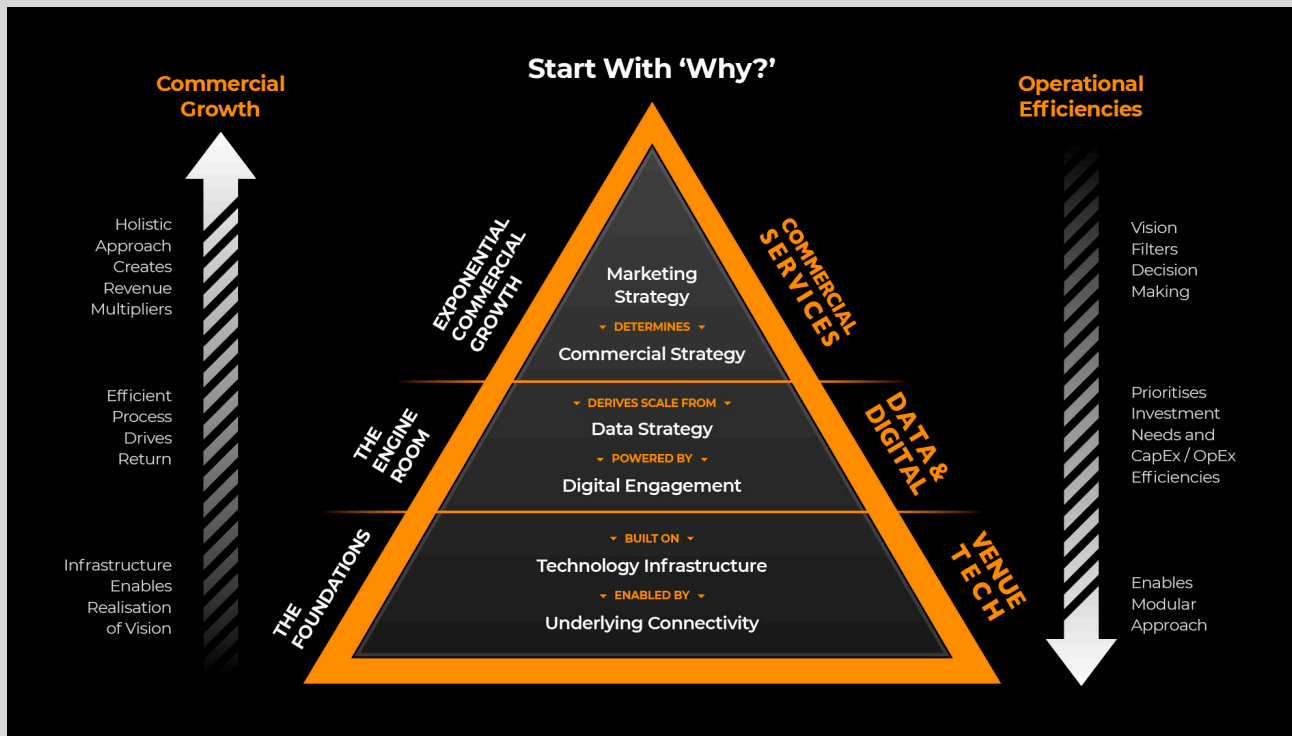Learn how to market like the Elite, without the big budget.

Data Strategy

The PTI Digital Data Transformation Pyramid

Key Takeaways

- Data means the information held within the organisation (records or information on members, fans, ticketing etc)

- This data is a goldmine for every rightsholder, It's immensely valuable to sponsors, internal process, and also your fans. The cleaner your data, the better experiences you can provide to your fans, and the more your sponsors will pay to access that engaged audience

- Start with your objective, or 'why' do you need the data you're trying capture and work backwards

- Stage the data you collect across multiple campaigns- you can't except fans to fill out long forms.

Action Items

1. Map out your 'data stack' - all of the different products or services you use to handle or work with data in the organisation (email marketing, CRM, marketing tools etc) how how data flows between them

2. Rather than housing little bits of fan data in differerent places, nomiate 1 platform as your businesses' **source of truth** (eg. your email software/ CRM), then clean up your data and store it there

3. Think about how you can use your cleaned data to personalise content and campaigns for your audience (who are casuals, die-hards?), label them in your source of truth and make a campaign tailored for them.