campaignware

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

Data Strategy

Exercise

Plan how and where you'll reoganise your data in one location?

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Have you noticed gaps in your data? Are there a large number of inconsistencies or missing fields?

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How will you capture these missing fields?

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Have you spotted any trends? Can you see 'buckets' you can split fans into?

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Do you have any thoughts on how you can monetise this data?

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