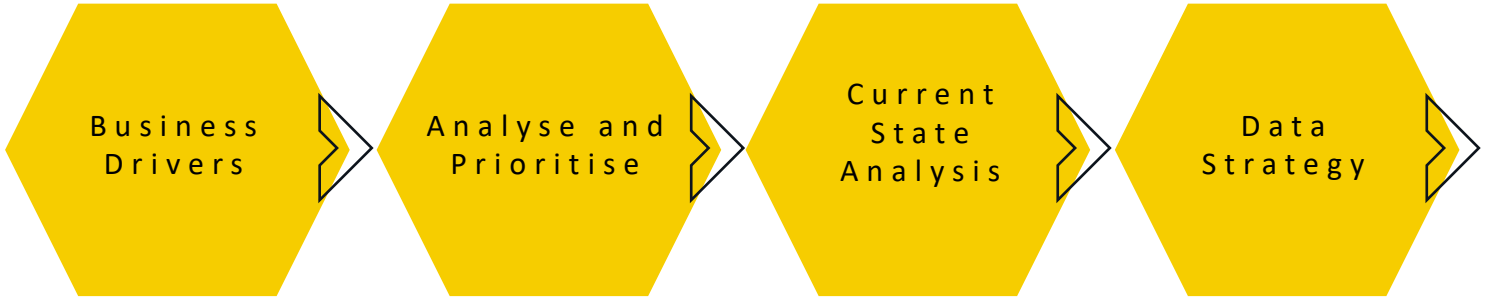
Tony Lamb, Data Strategy, I&I Hive Expert, B2B Marketing
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Building a Data Strategy in 4 Steps

Tactical

- Siloed data activity
- Basic analytical capabilities; poor data quality undermining efforts to utilise it to facilitate decision-making.
- A lack of deep customer insights' inhibiting business progress



- Organisational & Departmental Strategy & Objectives
- Organisation Stakeholders, & Data Champion
- What questions need answering?
- What needs measuring?
- What needs to improve?

- Hypotheses Development
- Opportunity & Gap Analysis
- Tactics & Resources
- Prioritisation Criteria
- Data Strategy Vision

- Organisational Readiness
- Business Processes
- Existing Data Management Practices
- Key Data Assets & Quality Audit
- Technology Assets

- Phased plan of activity with measurable outputs
- Organisational buy-in and funding
- Benefits and value being generated in phases

Strategic

- Phased plan of activity with measurable outputs
- Organisational buy-in and funding
- Benefits and value being generated in phases

To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here