TO BE A CUSTOMER BUSINESS YOU MUST BE A DATA BUSINESS

WE LIVE IN THE ERA OF PERSONALISATION

EVEN BEFORE COVID, HOSPITALITY HAD CHANGED - FOREVER

PRINT →
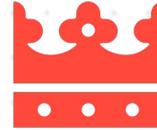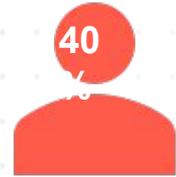
WEB →

~~SOCIAL & SEO~~ →

CRM & UX →

**1990s
CHOICE**
Unprecedented innovation & brand growth across the board - from premium casual to grab n go

**2000's
DIGITAL**
Online engagement & dawn of voucher & 'offer' economy

**2010's
EXPERIENCE**
Instagram powers the 'experience economy'

**2020's
PERSONALISATION**
Gen Z is setting the agenda. They still want to eat and drink - but like everything else in their lives - they want to do it entirely on their own terms.

IT'S NOT JUST GEN Z - ALL GROUPS EXPECT PRIVACY-FIRST PERSONALISATION

BRANDS WHO DON'T KNOW THEIR KEY CUSTOMER GROUPS IN INTIMATE DETAIL WILL LOSE THEM TO THE BRANDS WHO DO

AND IF YOU'RE NOT MONETISING THE DATA YOU'RE CAPTURING - YOU'RE LEAVING MONEY ON THE TABLE

REMINDER: YOUR CRM IS NOT A 3D PRINTER
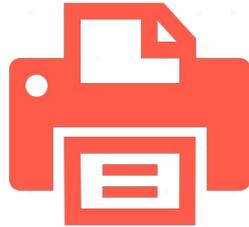
FUEL (DATA)
- Contact details, product preferences, spend, behaviours, gender

MACHINE (CRM)
- Capable of producing many products with minimal adaptation

Like all machines, its output depends on its input & handling - brands often have limited fuel, poor materials, part-time or sporadic operators (and they haven't told the machine what to make).

MATERIALS (CONTENT)
- Content, CTA

AirShip™

PRODUCTS (OBJECTIVES)
- Conversion, engagement & retention

OPERATOR (CRM MANAGER)
- Manages & maintains the flow and quality of fuel & materials
- Ensures 'production' is on track to reach product goals
- Checks & reviews quality of output
- Reports on outputs & KPIs
- Keeps machine clean, well maintained, knows when to tweak fuel & materials to increase output

CAMPAIGNS BY
DATAHAWKS

THE HOLY TRINITY OF CRM

#1

SEGMENTATION

THE ACTIONS TO TAKE TO GET THE MOST VALUE

WHO ARE YOUR KEY GROUPS AND WHAT'S THE VALUE OF MOVING THEM?

#2

PERSONALISATION

HOW TO INFLUENCE THE BEHAVIOUR YOU WANT TO SEE

WHAT INSIGHT CAN YOU LEVERAGE?

#3

AUTOMATION

WHAT CAN BE MAKING YOU £££ WHILE YOU SLEEP

HOW CAN YOU DEFINE & REFINE YOUR TRIGGERS & JOURNEYS?

?

SOUNDS LEGIT!

SO HOW *DO* YOU DO THIS?

#1
GET YOUR DATA IN ORDER

WHAT MAKES GOOD DATA?

DEMOGRAPHIC

Age, gender etc

GEOGRAPHIC

Location

ZERO PARTY

Data given to you directly

FIRST PARTY

Data collected as an output

BEHAVIOURAL

Frequency, recency, product

PROOF OF PRESENCE (POP)

Data which gives insights about actual customers

PSYCHOGRAPHIC

Mindset & motivation

REALLY IMPORTANT!

ALSO REALLY IMPORTANT!

BECAUSE PERSONALISATION IS DRIVEN BY KNOWING THE WHY AS WELL AS THE WHO, WHAT, WHEN & HOW…

AGE	GENDER	LOCATION WORK HOME	OCCUPATION OR STUDENT	KIDS NUMBER & AGE	INCOME DISPOSABLE INCOME	CONSUMER CLASSIFICATION EDUCATION TECHNOLOGY HOUSING SPENDING MEDIA LEISURE HOUSE VALUE BMI CAREER TYPE

LIFESTYLE, BELIEFS & PASSIONS
SPORTS TEAMS, POLITICS, VEGAN/VEGGIE, ENVIRONMENT, FEMINISM, RELIGIONS, DIVERSITY, IMAGE & PROFILE

EMOTIONAL & LIFE EXPERIENCE
LIFESTAGE, NEURODIVERSITY, JOURNEY, SEXUALITY, IDENTITY, CULTURAL BACKGROUND, DRIVERS

BEHAVIOURIAL
FREQUENCY, RECENCY, LOYALTY, REPERTOIRE, SPH, VISIT REASON, DECISION PROCESS, PRODUCT PREFERENCES, TRIGGERS

SAME VEGAN BURGER
SAME GENDER
SAME AGE
SAME LOCATION
SAME VISIT FREQUENCY & SPEND

BUT BY LOOKING AT THE BRANDS, MEDIA & INFLUENCERS IN THEIR ORBIT WE CAN SEE THEIR **DIFFERENCE**

KAT

NAT

powered by **STARCOUNT**

SAME VEGAN BURGER
SAME GENDER
SAME AGE
SAME LOCATION
SAME VISIT FREQUENCY & SPEND

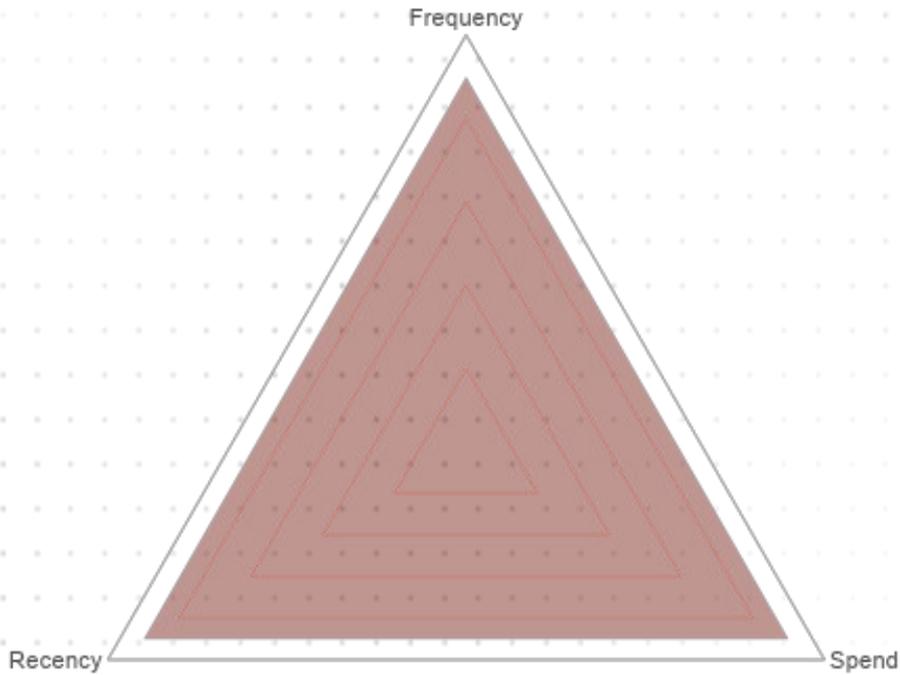BUT BY LOOKING AT THE BRANDS, MEDIA & INFLUENCERS IN THEIR ORBIT WE CAN SEE THEIR DIFFERENCE

powered by STARCOUNT

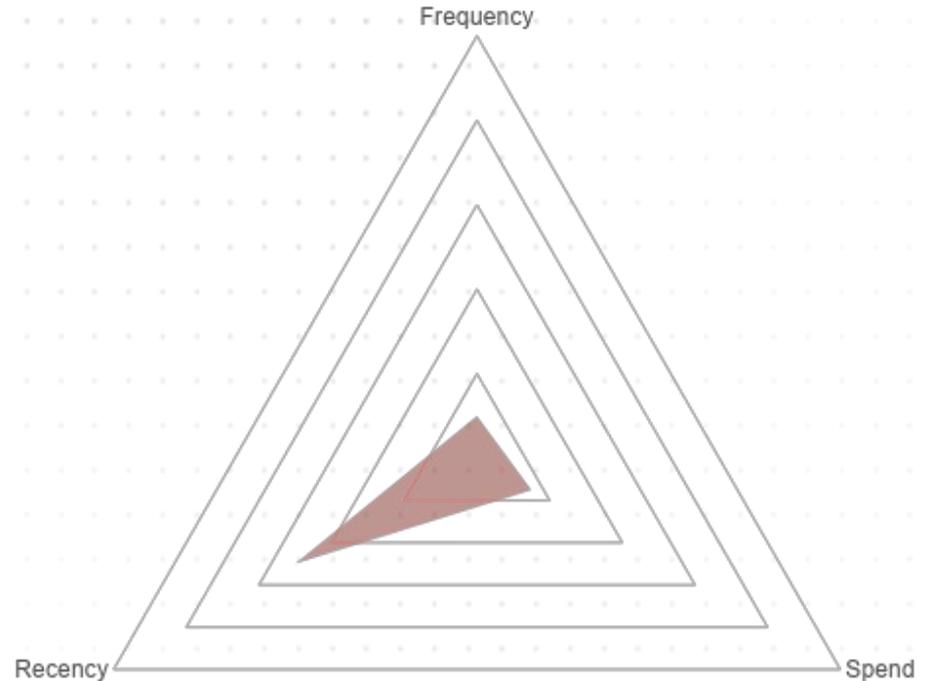# CONTEXT MEANS YOU CAN DELIVER THE MOST EFFECTIVE BRAND & COMMUNICATION STRATEGY TO ACHIEVE YOUR OBJECTIVES

#2
KNOW HOW YOUR BASE IS SPLIT
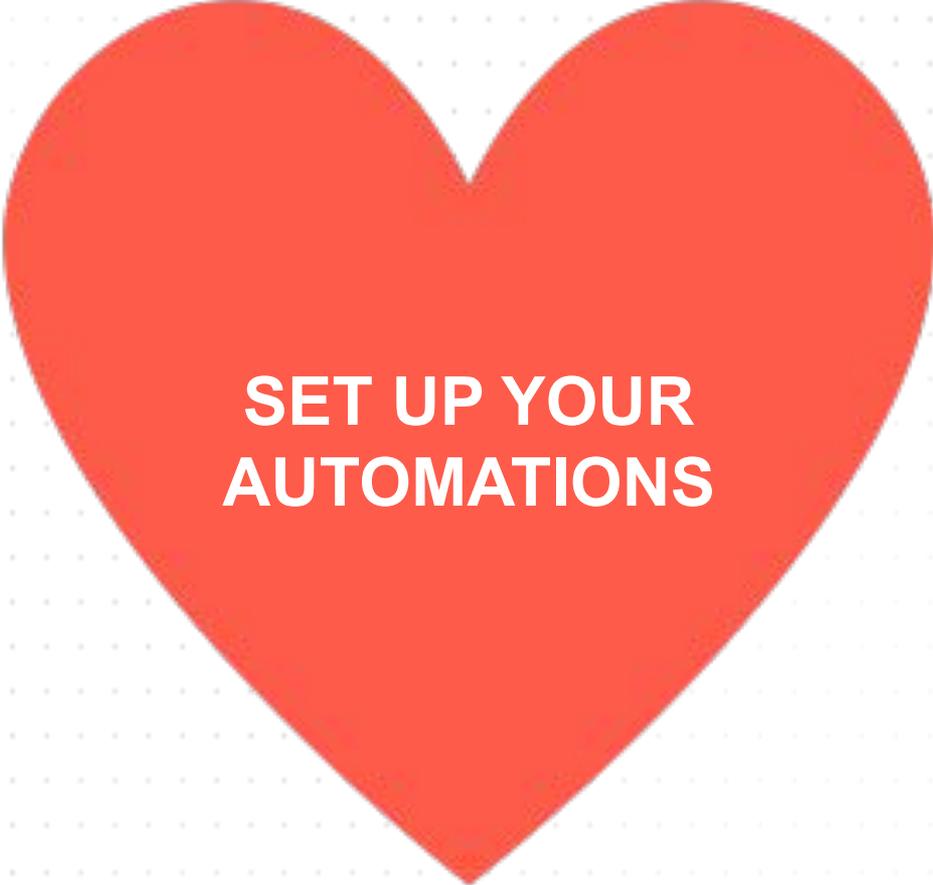
YOUR IDEAL CUSTOMER

YOUR ACTUAL CUSTOMER

I SPY….
OPPORTUNITY!

A REAL LIVE
BRAND!

	CUSTOMER %	SPEND %	MULTIPLE	AVG TOTAL
LOW VALUE	69%	32%	0.46	£31.17
MID VALUE	21%	25%	1.19	£79.93
HIGH VALUE	10%	43%	4.30	£282.85

#3
TURN INSIGHT INTO ACTION

SET UP YOUR AUTOMATIONS

WELCOME SEQUENCE

BIRTHDAY

LAPSING

LAPSED

VIP

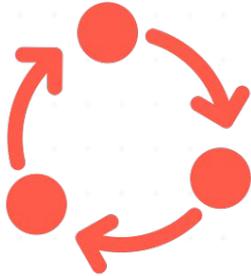# AND LET DATA INFORM YOUR WHOLE JOURNEY

PERSONALISATION

SEGMENTATION

AND HOW DO WE PROVE THE IMPACT OF OUR ACTIONS?

PROOF OF PRESENCE

IN SUMMARY

1. To be a customer business you must be a data business
2. If you're not monetising your database, you're leaving money on the table
3. CRM needs fuel, materials, objectives and careful management
4. Segmentation - what you need to do
5. Personalisation - how you do it
6. Automation - make money while you zzzzz
7. Get your data in order! Good range of demo, geo, behavioural & psychographic
8. Must be PoP!
9. Work out how your base is split and what your opportunities are
10. Set up your automations
11. Use your most valuable contacts to build LAA
12. Ask key questions about your other groups
13. Personalised content will convert far better than non-personalised
14. Don't forget SMS
15. **Call us!**

THANKS FOR LISTENING

ellie@wearedatahawks.com