

Using Data You Already Have to Grow

The task of juggling newsletters, trade shows, social media, press releases, content creation, search engine optimization, and watching competitors are not easy tasks. If you aren't watching the data you already have, you can't make executive decisions based on facts.

Here are some example items you can use to start a conversation with your staff.

1

Internal Data Examples

- _____ Do web visit changes (increase/decrease) lead INVENTORY changes?
- _____ Do web visit changes (increase/decrease) lead SALES changes?
- _____ Do web visits match your customer/client profile?
- _____ Is your legacy advertising (ex: magazines or direct mail) configured for tracking by unique phone numbers or web pages?
- _____ What is the delay between advertising, call spikes, and sales changes?
- _____ Do you have a sales lifecycle map or sales funnel diagram?
- _____ Are your current clients or customers happy? How do you know?

2

External Data Examples

- _____ Do you know who your competitors are (Sales, Advertising, Internet, Industry)?
- _____ Are you monitoring news outlets for competitors' press releases?
- _____ Are you monitoring competitors' websites for changes (new product, new hires, etc.)?
- _____ Do you track competitors' online reputation and mentions?
- _____ Do you know competitors' tracking phone numbers and unique sales pages?
- _____ Do you track online credit rating for your business? Your competitors?

*Interested in more checklists and resources?
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