SMART WAYS TO REACH YOUR CUSTOMERS WITH B2B CONTACT DATABASE

Learn about the best and the latest in the B2B world here....

DataCaptive

www.datacaptive.com

DataCaptive
Copyright© 2018,
All rights reserved

TABLE OF CONTENTS

1. Abstract.....1

2. Importance of acquiring a B2B contact database.....2

3. Role a B2B contact database plays in helping you reach your customers.....5

4. Your best solution.....11

EXECUTIVE SUMMARY

In the B2B industry, customer relationships hold significant value. Tracking existing clients as well as potential customers in the pipeline is necessary to ensure that nothing falls through the gaps. In today's highly competitive landscape, customer trends, demands and most of all, personalized communication matters.

This White Paper Clearly Defines-

- **Characteristics of a b2b contact database, the importance a b2b contact database holds in today's business world**
- **The key considerations to be kept in mind before buying or acquiring a b2b contact database**
- **The various benefits of acquiring a contact database and how it can help you in improving your customer relationship.**
- **The ultimate solution for all of your b2b contact needs**

IMPORTANCE OF ACQUIRING A B2B CONTACT DATABASE

The word data is the plural of the Latin word called "Datum" which means "given". A database is a collection of information that is organized so that it can be easily accessed, managed and updated.
A B2B data provider can help you transform your marketing efforts – and your business. By using high-quality, targeted data, you can connect with more of the right people, achieve higher numbers of leads and cut costs in the process. On the other hand, using the wrong data can see your marketing campaigns failing to gain traction, with negative consequences for your organization. Before understanding the importance of having an effective B2B contact database, let us understand why we need a b2b contact database in the first place!

Characteristics of a database management system

Managing information means taking care of it to ensure that it works for us and is useful for the tasks we perform. Keeping a database management system means, having the information that is well organized. It is not just the mere record keeping, it includes creating mailing lists, writing management reports, generating lists of selected news stories, identifying various client needs. The basic characteristics of a database are given below-

1. **Stores Any Kind Of Data** – A good database management system is a system that keeps any kind of information of a customer that could be relevant to your business and not just the name, address, email, etc.
2. **Co- Relates Different Data** – The relationship between different data must be represented in order to make an efficient and effective usage of the data.
3. **Self-describing** – A database is self-describing as it not only contain the data but also the metadata which describes and defines the data.

DataCaptive

4. **Control over data redundancy**
   Data is stored in such a way where there is no redundancy or minimum redundancy.

5. **Data integrity**
   Data Integrity ensures the quality and reliability of database system. It protects the unauthorized access of database and makes it more secure.

6. **Restriction from an unauthorized access**
   Some users may be provided with read only access, whereas the others will have the read and write access. Data needs to be protected from unauthorized access.

7. **Supports ACID properties**
   Any DBMS is able to support ACID (Accuracy, Completeness, Isolation, and Durability) properties. A database management system must provide these 4 functions at all times!

8. **Backup and recovery facilities**
   Any DBMS is able to support ACID (Accuracy, Completeness, Isolation, and Durability) properties. A database management system must provide these 4 functions at all times!

9. **Provision of multiple access of data**
   A database is self-describing as it not only contains the data but also the meta data which describes and defines it.

10. **Facilitates data sharing**
    An effective DBMS facilitates the employees the privilege of data sharing among themselves and those who have the access to the system.

WAYS TO BUILD YOUR BUSINESS AROUND DATA

The main function of any B2B organization is to keep the information of leads. The amount of information that is available is huge and hence it needs to be stored in a properly planned and organized manner. Customer Relation Management (CRM) is a program specifically designed to store the data.

The marketers of any B2B company should be able to collect the right information and make it available to the appropriate decision maker to allow the company to turn any enquiry into a prospective customer. Ways a company can build its business around data are:-

Data Cleansing

Data cleansing is the process of detecting and correcting (or removing) corrupt or inaccurate records from a record set, table or database.

Data Segmentation

Data segmentation is a process of identifying and classifying different data and segregating them into different groups. This helps an organization to have a clear picture and prioritize the groups that will serve the maximum ROI.

Usage of the information

The information that is gathered after data cleansing and data segregation must be utilized. Create separate email marketing campaigns through various thoughtful lead nurturing campaigns that will be of interest throughout the various stages of buying cycles to convert an inquiry into a lead and then into a prospective customer.

DataCaptive

THINGS TO CONSIDER BEFORE BUYING OR EVEN CREATING A B2B CONTACT DATABASE

If you have finally made up your mind to buy A B2B Contact database, it is better you consider a few things to get the maximum benefit out of the B2B contact database

IDENTIFY WHAT IS IMPORTANT TO YOU

Being clear always helps! Identify your goals as clearly as you can before you take up the decision of investing your time and energy in acquiring a B2B Contact database.

THE LEVEL OF DATA SECURITY THAT YOU WANT

Data security is very important and the level of data security also depends on the type of industry. It is always better to make your data as secured as possible

THE KIND OF DATA COVERAGE YOU DESIRE

Take a decision regarding the kind of data coverage that you want- whether you want geo coverage or cover only a certain parts/ countries.

THE LEVEL OF DATA CLEANSING YOU WISH YOU HAVE

Some companies require intensive cleansing where as some companies do not require as much. It all depends on the level of data decay that happens in a particular industry.

DECIDE ON YOUR BUDGET

You must invest a certain amount if you are planning on acquiring or creating your own database. Decide on your budget before starting off with the process.

TYPES OF SOURCES

Before investing in a b2b contact database, make sure the kind of sources that the data comes from are reliable and trustable.

LEVEL OF DELIVERABILITY

The higher the deliverability, the better. High deliverability ensures effective utilization of the time and marketing efforts.

QUALITY OF THE DATA

Better quality data gives you better results. Better data doesn't mean costly. Study the data and invest wisely. Experience also helps with regards to inspecting the data.

THE REASON YOU MUST ACQUIRE A B2B CONTACT DATABASE FOR YOUR COMPANY

Success of any business in today's business world depends largely on its data. "91% of Companies with 10 or More Employees Have a CRM" said a report in CRM magazine. Data is the food for any business, without having a proper data management system a business enterprise is like a helpless warrior in the battlefield! There are various reasons why you must acquire a b2b contact database for your company. A few of them have been listed below-

1. A database helps with timely note taking

When your business is a small enterprise it is easy for you to remember the details of your customers but as it grows it is impossible for you remember the details of your customers. "64.2% of Companies Rate CRM Tools as Impactful or Very Impactful" according to LinkedIn.

An effective database, you can keep track of your customer's feedback. Conversation tracking is one of the tools that can help you with keeping personal notes about clients that will remind you to inquire about things they care about. For example, when you know a customer who is too close to her mom, you can use that information to ask her about her mom the next time you are talking. It will improve your relationship with your customer.

2. Saves your time!

If that is not so obvious! When you have the information of your customers at your fingerprints, You are better equipped to target your customers! When you are a new company, your budget is tight but as your business grows, you are in better place to allocate your budget for buying a good database. There are a lot of businesses that provide effective databases at cost- friendly rates!

3. A good database can aid you with your customer retention strategies

Do not ever take your customer for granted! You need to respect a customer for choosing your services over the 100 others that can provide them with similar services. Paying respect means taking into consideration their needs and their unique tastes. In order for you to personalize your customers you need to know about their tastes and preference and a good database can aid you in that!

4. A good database helps you to get connected with higher number of leads!

The most important function of an effective database is getting you connected to your prospective leads and helps you in converting them into sales. A good database makes it fairly easy to reach your targeted market and increase your return on investments (ROI) and your sales.

BENEFITS OF ACQUIRING A B2B CONTACT DATABASE

Investing in CRM software is a top priority for IT in 2018, as businesses focus more on customer retention and customer satisfaction.

And the growth in the CRM industry shows no signs of slowing down. In 2008, CRM spend was forecasted to reach $18 billion by 2016, yet a recent report by Gartner shows the growth has doubled and is now expected to reach more than $40 billion in 2018.

Effective marketing database empowers your organization. Most B2B marketers rely on customer data from third party suppliers. It saves a lot of time and their energy! Most of the data providers charge very less for the provision of the data. The most widely-shared goal is targeting specific segments for better engagement (65%). Around half are hoping to identify key stakeholders within target accounts (51%), while close to half want to collect prospective buyer behavior in order to boost engagement and messaging (44%) There are a lot of benefits one can enjoy with the acquisition of the contact database from a third party source. The benefits are listed below-

1. Increases sales

The most obvious benefit of buying a B2B contact database is the increase in the sales. The best contact databases allow you to get in touch with the quality leads and reduce time wastage following prospects. Sales cycles are reduced and win rates improved. Customer buyer history helps to identify potential leads, upsell opportunities or repeat customers.
The top customer relationship management programs helps you identify the strong customer links and pin point the weaknesses and helps you get an insight of rectifying the errors.

2. Marketing efficiency

A lot of time that would otherwise be required in getting in touch with the efficient customers is minimized with the purchase of a contact database. With the help of a contact database, it is relatively easy for you to reach your target market and carry on with your marketing strategies and achieve a better result.

3. Higher deliverability rates

If you purchase a decent contact database, they will provide you with a relatively higher deliverability. Purchased leads do not give you an assurance that these leads are updated or if they are still existing. Good for you if you have obtained a decent quality list, but what if there are contacts that will incur hard bounces? Chances are these hard bounce backs will be marked as spam by companies especially if they are triggered through a batch send.

4. Verified email and direct numbers

The emails and the numbers that are provided by these data providers are subjected to intense data cleansing and verification. You can be rest assured that the data you are provided with is reliable and valid.

5. Focused targeting

The data vendors provide you with the kind of data that you require and hence help you with targeting your market. Once, you have a targeted marketing list your chances of getting a better ROI and sales is easier. A little investment in quality database can yield you with immense results!

6. Geographic coverage

According to your needs, you can customize your database. Different data vendors provide different degree of geographical coverage. Based on your needs, you can choose your product and enjoy the coverage.

7. In-depth Coverage

Choose a partner who is proficient in his coverage across broad range of businesses and provides a detailed data. . Depth of information means more clients can be accurately assessed and effectively targeted.

8. Real-Time Industry Alerts

Prompt notifications on impending opportunities helps you time sales efforts for better business ROI. Additionally, awareness of internal IT initiatives and budgets helps your sales team pitch the right solution to fit the bill.

9. Helps in predicting the analytics

Lead scoring analytics help you in inferring potential outcomes and measuring data points across various categories. Data cleansing and segmentation helps in providing analysis that can potentially yield significant insights for sales strategies.

10. 3rd party API Integration

Ensure that partner's data synced up with your in-house CRM/MAP software to make it easy to leverage information to significantly boost your campaigns ROI. Integration with top marketing tools like Salesforce, Marketo, and Eloqua can offer further insight into the data provided.

11. Higher speed

Data is provided to you at a relatively higher speed if you opt for a company that has a good reputation. A good B2B database company understands the value of time and will believe in providing an efficient service faster.

ROLE B2B CONTACT DATABASE PLAYS IN HELPING YOU REACH YOUR CUSTOMERS

A customer is the king of any business and serving him is the main purpose of any business enterprise. Without customers, there is no sales and no returns on investments .The success of every business depends on its customers and the level of their satisfaction. A happy and satisfied customer will not just ensure great profits but also help in further getting new customers.

A study by The Rockefeller Corporation shows exactly why customers leave – 82% of customers will leave because they think you do not care about them. Maintaining a good customer relationship is very easy when the business is a small enterprise but as it grows it becomes a difficult task as the number of customers also becomes very huge. Maintaining a quality relationship with the customer one is required to put in a lot of efforts and be very patient. It is an ongoing process. Few of the tips to improve your customer relationships are-

1. GATHER CUSTOMER INFORMATION

You must be well equipped with your customers and you should know exactly what your customers want. Study your market thoroughly and be well prepared for everything! To gain an edge over your competitors, you must know your customers. A B2B contact database can help you with exactly that!

2. TARGET ADS

Facebook and google ad can go a really far way and they are far cheaper that the offline advertisements like the billboards, pamphlets etc. Contact databases helps you get the targeted market and it becomes easier for you to get connected with your targeted market. By investing in targeted ads and paying through their Pay per Click or Pay per Impression method, companies can see a significant bump in their user engagement, conversion and sales.

3. PERSONALIZED EMAIL

Personalized emails helps your customer feel closer to you. A customer can cater to the latest offers and get to know about the products that they find interesting.

4. USING SOCIAL MEDIA AS A TOOL TO KEEP THE CUSTOMERS WELL INFORMED ABOUT THE LATEST OFFERS AND DISCOUNTS AND NEW SERVICES

Social media is one of the most effective way to reach customers. It is easily accessible. Having a page on Instagram, Facebook, Pinterest, etc. will insure that the customers are kept well informed and their queries will be answered. Availability makes the customer trust your company more.

6. KEEP THE CUSTOMER ENGAGED

Consumption of your service must not be the end of the customer engagement, a customer must be kept engaged. You must develop a relationship with them. Hosting events is a good way to keep customers interested. Social media can work tremendously as well.

7. RESPOND BACK TO A NEGATIVE COMMENT OF A CUSTOMER WITH A POSITIVE ONE

It takes courage to opt for kindness in the world where more and more people resort to speaking ill and throwing shade. Be patient and deal with dissatisfied customers with as much positivity as you can possibly muster.

8. CONNECT WITH THE RIGHT INFLUENCERS

There is no denying the fact that this age is the age of social media. Learn to use your social media effectively! Get connected with the right influencers and multiply your revenues!

9. PRIORITIZE YOUR CUSTOMER'S NEEDS

Before going ahead with your planning regarding different products and product development, keep the needs of your customers on your mind because he is everything. All that you do is to be able to serve him, the revenue and sales are just the benefits you receive. Your true reward is a happy and satisfied customer!

73% customer said that a friendly customer service appealed to them and made them love the brand! You can get innovative and use your creativity. Be simple and mean good and maintaining an effective customer relationship will be easier than ever.

A B2B Contact list will help you get in touch with your target audience without any hassle and a lot of your efforts will be saved. In this competitive world, time is everything and with a ready-made contact list your work becomes easier. It is not an expense, it is an investment that fetch with greater results than you could fathom.

THE BEST SOLUTION

Now that we are acquainted with the need and importance of acquiring a contact database, we are in the place to choose the best of all the available options. This whitepaper was designed to give you the insights on the b2b contact database and its increasing need in the business world today. We have also taken up the initiative to provide you with a quality solution that takes care of all of your needs and requirements.

ABOUT THE SOLUTION

DATACAPTIVE

Venturing into the ever-evolving field of B2B marketing and sales, DataCaptive has made a mark with its state-of-art data and lead solutions. DataCaptive helps you achieve your business goals through customized databases, better connectivity with qualified prospects who are seeking information to move forward in the buying process and easier engagement by phone, email, direct-mail and social networks. DataCaptive provides Data Intelligence and Lead management solutions that help in the ideation of optimized campaign strategies for effective results.

MORE INSIGHTS ON WHY YOU SHOULD OPT FOR DATACAPTIVE OVER OTHERS

- **Consistency in Data Quality**
- **Regular upgradation of data**
- **Authentic data collected from multiple sources**
- **Regular tracking of lead data**
- **Provides a very high deliverability rate**
- **Saves time invested in collecting and maintaining data**
- **100% trustable and reliable sources**

ABOUT US

Venturing into the ever-evolving field of B2B marketing and sales, DataCaptive has made a mark with its state-of-art data and lead solutions. DataCaptive helps you achieve your business goals through customized databases, better connectivity with qualified prospects who are seeking information to move forward in the buying process and easier engagement by phone, email, direct-mail and social networks. DataCaptive provides Data Intelligence and Lead management solutions that help in the ideation of optimized campaign strategies for effective results.

connect@datacaptive.com

1-800-523-1387

3080, Olcott St, Ste B220,
Santa Clara – 95054, CA.

Sources

https://smarteinc.com/blog/what-to-look-for-in-ideal-data-provider/
https://smarteinc.com/blog/10-questions-to-ask-your-data-partner/
https://www.marketscan.co.uk/insight/5-things-to-look-for-in-a-b2b-data-provider
https://www.marketscan.co.uk/insight/5-things-to-look-for-in-a-b2b-data-provider
https://marketingland.com/10-steps-target-connect-potential-customers-effectively-147710
https://marketingland.com/10-steps-target-connect-potential-customers-effectively-147710
https://www.marketingcharts.com/industries/business-to-business-81535
https://blog.cloudlead.co/b2bdatacrmexperience/
https://www.superoffice.com/blog/crm-charts/
https://www.business2community.com/customer-experience/7-must-know-crm-adoption-statistics-mean-crm-02023236

SMART WAYS TO REACH YOUR CUSTOMERS WITH B2B CONTACT DATABASE

DataCaptive

www.in.linkedin.com/company/datacaptive

www.facebook.com/DataCaptive

www.twitter.com/datacaptive

COPYRIGHT© 2018, DATACAPTIVE. ALL RIGHTS RESERVED