

# GUIDE TO SELECTING THE RIGHT B2B DATA FOR YOUR DIRECT MARKETING CAMPAIGNS

EVERYTHING YOU NEED TO KNOW  
TO GET THE RIGHT INFORMATION  
FROM YOUR SUPPLIERS



**RDM**  
RESULTS DRIVEN MARKETING



## INTRODUCTION

# Welcome to our Guide to selecting the right b2b data for your direct marketing campaigns

Welcome to our guide on selecting the right b2b data for your in-house postal, telephone or email marketing campaigns.

As a data reseller, we work directly with end user clients like yourself and utilise our many years of experience in selecting and supplying b2b data when advising our clients.

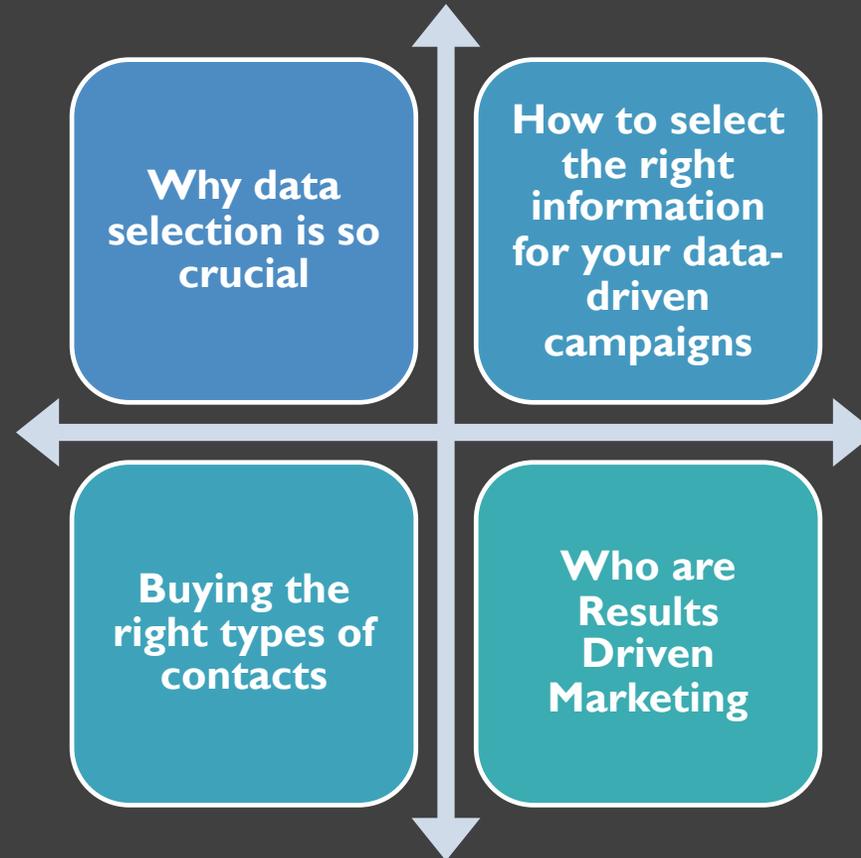
We pride ourselves on delivering totally bespoke solutions that match your target markets, exactly.

In this guide we will cover:

- Why data selection is so crucial
- How to select the right data for your data-driven campaigns
- Buying the right types of contacts
- Who are Results Driven Marketing



# CONTENTS



## WHY IS DATA SELECTION SO CRUCIAL?

Your data-driven marketing campaigns are **totally reliant** on the information you feed them.

You could have the best email platform, highly trained telesales teams or fantastic direct mail offering but all will be wasted if your message is not delivered into the right hands.

Getting the right data is really quite simple, **if** you work with a supplier that takes time to understand your target markets and will work with you to support your ongoing campaigns.

# HOW TO SELECT THE RIGHT INFORMATION FOR YOUR DATA-DRIVEN CAMPAIGNS

## 7-Step Data Selection Process

### Step 1 - Geography

Its important that you first look at which parts of the UK you are looking to target.

#### Search by County

County searches are popular with companies that work regionally. They know where they operate and will simply ask for a b2b data count of companies in those counties.

#### Search by Postcode

Searching for b2b data by postcode is really useful for franchised businesses that have a set territory to work within or companies that are part of specific networks.

#### Search by Radius of Postcode

Radius searches for b2b data are, in our opinion under used.

In most instances where companies operate regionally but are not restricted by only working in certain postcodes or counties, radius searches work really well.

# HOW TO SELECT THE RIGHT INFORMATION FOR YOUR DATA-DRIVEN CAMPAIGNS

## 7-Step Data Selection Process

### Step 2 – Industry Sectors

Our data covers over 2,000 sectors that you can select from. We use Lines of Business (LOB's) or Standard Industry Classifications (SIC's) to ensure we only supply information for your specific sectors of interest.

Many suppliers are completely reliant on Standard Industry Classification (SIC) codes.

A lot reading this will understand that these are a code that you select when registering your company with companies house.

You choose the code that most closely matches the products or services you provide.

There are problems with basing your marketing campaigns on these classifications though.

Firstly, they are not designed for marketing purposes and secondly, can bare very little reference to the companies listed in them.

To overcome this challenge and allow our clients to target their audiences much more closely, our database includes Lines of Business (LOB's).

LOB's breakdown SIC codes which means that you can select exactly what you are looking for, rather than making educated guesses.

# HOW TO SELECT THE RIGHT INFORMATION FOR YOUR DATA-DRIVEN CAMPAIGNS

## 7-Step Data Selection Process

### Step 3 – Size of Target Organisations

The best way to segment our b2b data in this way is by looking at the number of employees a company employs or the amount they turnover.

Number of employee counts can be done either by number on site or nationally.

Having the option to run counts both nationally and by site has various benefits.

For example.

You may be a training provider that would look to work with companies employing 100 people or more across multiple sites. Were you to just look at number of employees on site, you would miss out on potential clients.

Alternatively, you may a supplier of renewable energy solutions who is looking for large sites using large amounts of energy. Running a number of employees nationally count, may turn up companies that employ 100 people or more, but they might be spread across 8 sites, none of which are particularly large.

You can also gauge the size of businesses on our database by the amount that they turnover.

**HOW TO SELECT  
THE RIGHT  
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CAMPAIGNS**

**7-Step  
Data  
Selection  
Process**

**Step 4 – Other Business Criteria**

**Premises Type Selection**

Choose one or a combination of any of the following:

Single Site / Head Office / Business at Home / Factories and Manufacturing / Hospitals and Medical / Office and Administration / Places of Worship / Police, Fire, Ambulance, Courts / Sports, Leisure, Entertainment / Transport / Warehouses and Wholesale / Workshops and Repair Centres

**Legal Entity Selection**

Limited Liability Partnerships / Private Limited Companies / Public Limited Companies

**Number of Branches Selection**

Our selection process allows you to select the specific number of branches you would like your targets to operate.

**Financial Selection**

Profit/Loss / Profit change / Net worth / Sales increase/decrease

# HOW TO SELECT THE RIGHT INFORMATION FOR YOUR DATA-DRIVEN CAMPAIGNS

## 7-Step Data Selection Process

### Step 5 – Suppressions

If you have a database that you are working from currently and are simply looking to supplement it, you need to ensure that you are not purchasing information that you already own.

**Prior to any purchase**, your supplier should be able to take your database and suppress it against any counts they have run for you.

This ensures that your only purchasing fresh information which reduces wastage, extends your buying power and stops any in-house **complications when importing new information**.

All we need from you is a list of company names and post codes or a list of email addresses you would like us to suppress counts against.

# HOW TO SELECT THE RIGHT INFORMATION FOR YOUR DATA-DRIVEN CAMPAIGNS

## 7-Step Data Selection Process

### **Step 6 – Which contacts are you looking to engage?**

So, once you have established the first 5 steps we move on to a crucial piece of the selection process.

There are literally thousands of job titles available, some a lot more obscure than others.

You need to have a clear idea of job titles and the roles that they perform within their organisation, in order to instruct your data supplier clearly on which hands you would like message to be delivered.

Without a clear outline here, it is possible for you to have gone to a lot of trouble to identify all other key characteristics, only to fall down here and see your message going to non-decision makers.

# HOW TO SELECT THE RIGHT INFORMATION FOR YOUR DATA-DRIVEN CAMPAIGNS

## 7-Step Data Selection Process

### Step 7 – Channels

At this point it is important to decide what campaigns specifically you are purchasing b2b data for.

Are you looking to run postal, telephone or email marketing campaigns?

Does the data need to contain information to support all three of these campaign types or will company name, postal address and contact name suffice?

Most suppliers will be able to supply data that covers all bases here, but pay attention to the counts you are getting back and make sure you are across exactly what you are getting to ensure there is no confusion.

# BUYING THE RIGHT CONTACTS

## Utilising Experience

### Buying the right types of contacts

Many of our clients have bought information in the past that simply hasn't worked for them for various reasons, the most common being:

- Poor or inaccurate data
- Data didn't reflect what they were promised
- Data contained the wrong types of businesses
- Data contained inappropriate contacts

**Our experience** tells us that it makes sense for you to do a bit more digging to ensure you get exactly what you need from a data supplier.

By simply looking at your **most profitable clients**, it is possible for you to identify key characteristics which can be matched back to a supplier database like ours.

We do this by matching those characteristics to our 7-step selection process to **ensure** you get not only the right information, but a high performing and compliant database that will generate you the results and ROI you are looking for.

## WHO ARE RESULTS DRIVEN MARKETING?

**Don't Just Take  
Our Word For  
It...**

### **Who are Results Driven Marketing?**

Our growing team consists of nearly 40 years industry experience which positions us perfectly to support your data needs and ongoing challenges.

We work closely with our clients to ensure the very best results and look to generate long term relationships whereby we understand our client's businesses and educate them on the best ways to get the maximum out of their data driven campaigns.

Supplying b2b data solutions is our passion and delivering exceptional value to our clients is what drives us.

***"RD Marketing have been a pleasure to work with from start to finish! The data is great quality and would 100% use again" Daniel Mills, Sales Manager, YO Telecom***

## CONTACT US

# Our b2b Data Solutions

**Results Driven Marketing** are dedicated to supplying the very best b2b database solutions.

- Telemarketing Data
- Direct Mail Data
- Email Marketing Data
- Data Cleansing
- Data Enrichment

We can help you cleanse, analyse and enrich your database in order to reduce wastage, laser target your marketing communications and sharpen your ROI.

To speak to us directly, contact us on **0191 406 6399** or on **[info@rdmarketing.co.uk](mailto:info@rdmarketing.co.uk)**

