

Ten Rules to Consider Before Starting Your Data Strategy Project.

01

Align First

Great insights have no value without executive alignment.

02

Data by Itself is No Longer Important

The insights and action plan you create make the difference.

03

Trust in Your Data Sources and Team

This is paramount. If you can't trust your data sources, you will always be second-guessing the results.

04

Outcomes-Driven Attitude

Always begin your strategy with the business outcomes you want to achieve. Define what digital conversions are the most important and constantly remind your team what you're working towards and why.

05

Don't Assume Data is Always the Answer

Don't assume collecting all the data will magically create insights. Don't get distracted by volume. Create a hypothesis and test your data against the theory.

06

Measure Fan Behavior

Fan journeys and fan touchpoints can and should be measured. Fan avidity is a great way to start a conversation around sentiment.

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Make Personalization a Goal, but be Realistic.

Good digital personalization strategies need to start with understanding your fan which has a foundation in data.

08

Business Requirements before Technical Needs

Design the strategy around your business needs, not the technology platforms that support them.

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Test and Learn

Having the right data and the right insights will allow you to test infinite possibilities. Don't be surprised when your gut instinct is wrong.

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Customer-First Model

Intent and sentiment can lead your strategy to a customer-first model. Data is the first place to look for customer needs.

Bonus: Treat Your Internal Audiences Well - Make sure the internal story is clear and concise and tied to business objectives. Make sure your communication plan accommodates the right people. Show consistency in your planning as early as you can.