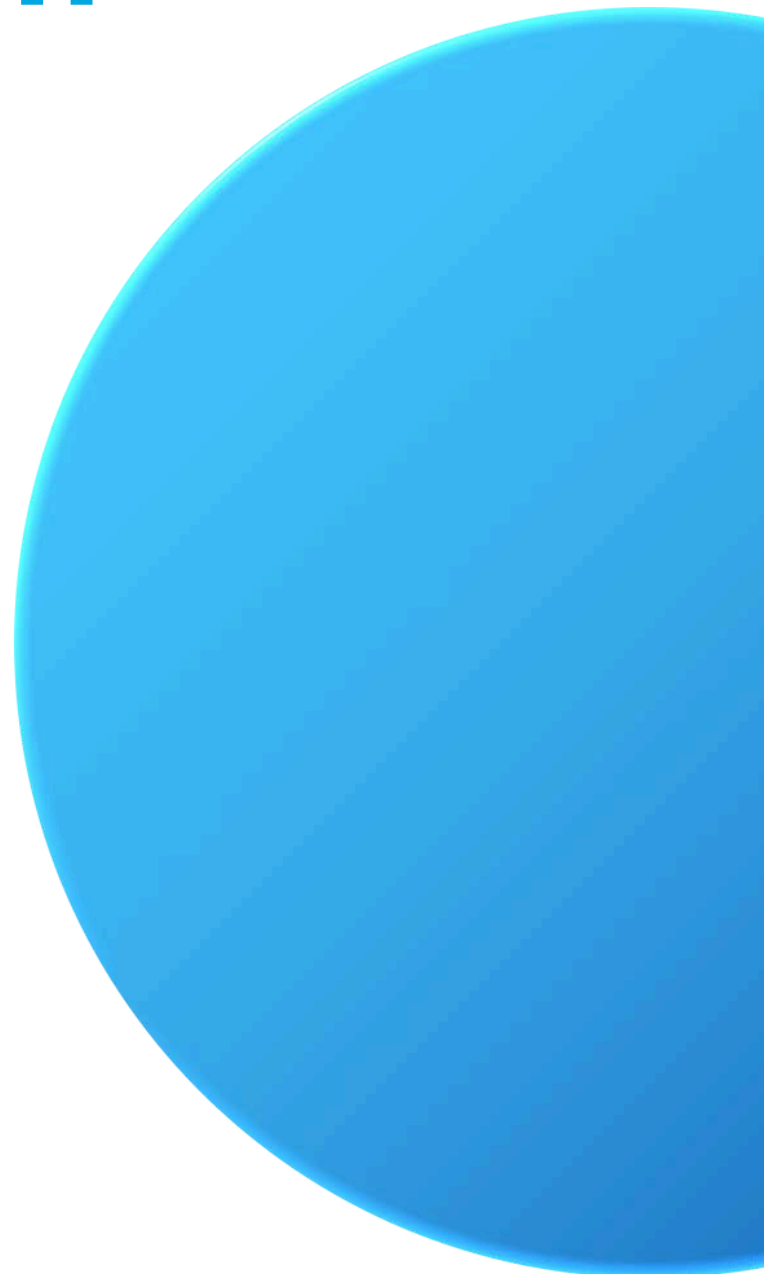




Build a successful marketing information system.

Make strategic decisions based on data and increase the growth of your company in all aspects.

Free Ebook



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Introduction



For a decade now, data analysis has become increasingly important in our environment and in the way we make decisions.



AND YOU? BASED ON WHAT INFORMATION ARE YOU MAKING YOUR BEST OR WORST DECISIONS?

Well, regardless of your answer, without a doubt, the great success of companies is to make the best options based on objective data and leaving aside subjective information, since that panorama will never be as reliable as the exact data.

Therefore, it will be very important that you develop strategies based on internal and external data analysis in order to improve your operation, in addition to having allies trained to collect, store and analyze said information.

Thus, developing a data-based strategy is what we call “business intelligence” and the reasons for carrying out this titanic work are simple, but at the same time, powerful:



Obtain reasonable parameters to be able to grow at your own pace.



Compare your strategies with those of the competition and obtain better results.



Carry out statistical reports and predictive models.

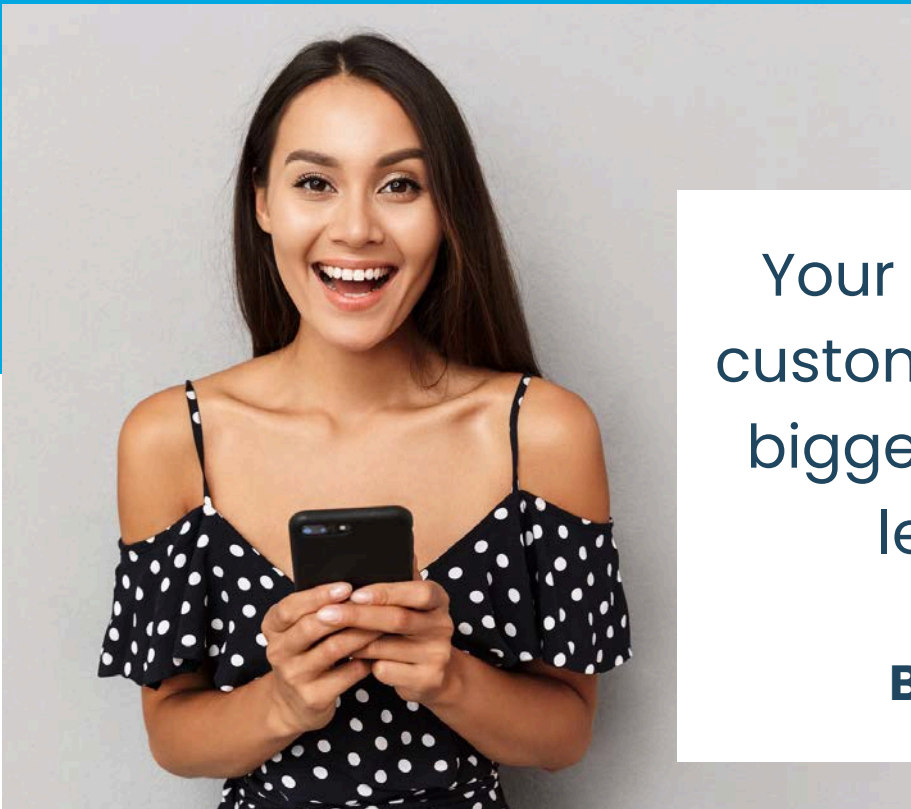


Develop a better understanding of the needs of internal and external customers.



Provide diversity and opportunity from the data generated by marketing.

And thus, to help the comprehensive improvement of strategic market decision making.



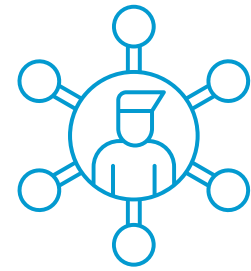
Your unhappiest customers are your biggest source of learning.

Bill Gates

MARKETING INFORMATION SYSTEM

Information is power and, by developing a Marketing Information System, you will have everything you need to take your company to the next level, since data will be the key to generating an efficient, reliable strategy aimed at the objectives you want to achieve.

WHAT IS A MARKETING INFORMATION SYSTEM FOR?



It allows you to manage, track and record how and with whom you are creating a relationship or conversation around a product, service, brand, company or promotion.

It generates information and processes with the aim of generating, managing and ensuring constant data, both from internal and external sources.



75%

Nurture relationships with target audiences.



40%

It is a unified source that will provide all the information that is required, being a strategic key for decision making.

And, the competitive advantages of performing this data analysis will give you a breakthrough over competitors who have not yet applied it.

Of course, this work will be daily, so do not despair, because each data that you collect and apply correctly, will be one more step towards success.



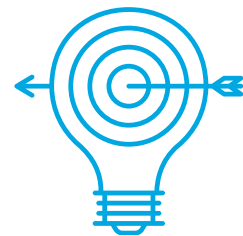
The personnel, equipment and procedures to obtain, order, analyze, evaluate and necessary, timely and accurate information for those who make marketing decisions.

Kotler

Thus, the points that a Marketing Information System can achieve for your company will be extremely relevant in the development of market strategies and in making decisions that allow a more specific vision of the opportunity areas of your business.



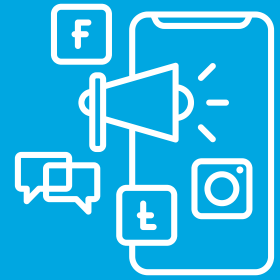
FUNCTIONS AND BENEFITS OF LAUNCHING A MARKETING INFORMATION SYSTEM



Developing and implementing a SIM is not an easy thing, but the benefits of doing so and the functions it can give you when implementing it are worth it.

BENEFITS:

- 01** Organize your team in real time, defining tasks and achieving SMART objectives.
- 02** Get fast and concrete information for decision making.
- 03** Obtaining qualified leads.
- 04** Automate tasks and save time for each employee.





FUNCTIONS:



- 01** 88% of marketing specialists use Marketing Information Systems to develop impact strategies.
- 02** Store and manage massive volumes of data.
- 03** Develop and implement strategies for all areas of your company.
- 04** Development of strategies focused on potential clients.
- 05** Implementation of better sales processes.

DEVELOP A MARKETING INFORMATION SYSTEM BASED ON ITS 3 PILLARS

As we saw, in order to achieve all your business objectives, it will be necessary to implement a Marketing Information System and, for this, you will require a combination of 3 essential elements:

PEOPLE

That is, collaborators and individuals who provide the data according to their requirements or needs.

METHODS

Tools and strategies that allow this data collection to be carried out in an optimal and well-executed way.

TECHNOLOGY

Including adequate machines and systems to collect and correctly process large volumes of information.

Likewise, at this time, business intelligence and digitization will be useful for your company, since without a doubt, the competition will be increasingly fierce and companies will have to keep improving continuously, demonstrating their ability to adapt to different scenarios.



Proof of that? Currently, the most successful companies in the United States and Canada are major drivers of the business intelligence software market.



THE 4 KEYS TO IMPLEMENT A MARKETING INFORMATION SYSTEM FOR YOUR COMPANY

01

DEFINE GOALS



As in any other plan or process, the first step to build a Marketing Information System will be the statement of objectives, for which, you will have to answer at least 5 essential questions:

- 01** What marketing data do you require?
- 02** What do you need this data for?
- 03** How could this data be collected? (Tools, systems, people).
- 04** Who will be the people responsible for managing the information?
- 05** What functions do you require your system to include? (Considering storage, administration and analysis).

And, after answering these questions, you should take into account that, before starting, there will be many other aspects that you should also know about your business, in order to implement a complete system.

So, gather information about their stocks and business value, and remember that this investigation should span all departments, regardless of hierarchical level. All data counts and almost everything can be measured.



02

INFORMATION SOURCES TO IMPLEMENT A SIM

Since we know where we want to go with our Marketing Information System, it is time to choose what data we will collect, in what way we will do it and how we will manage it, having in essence 3 main ways:

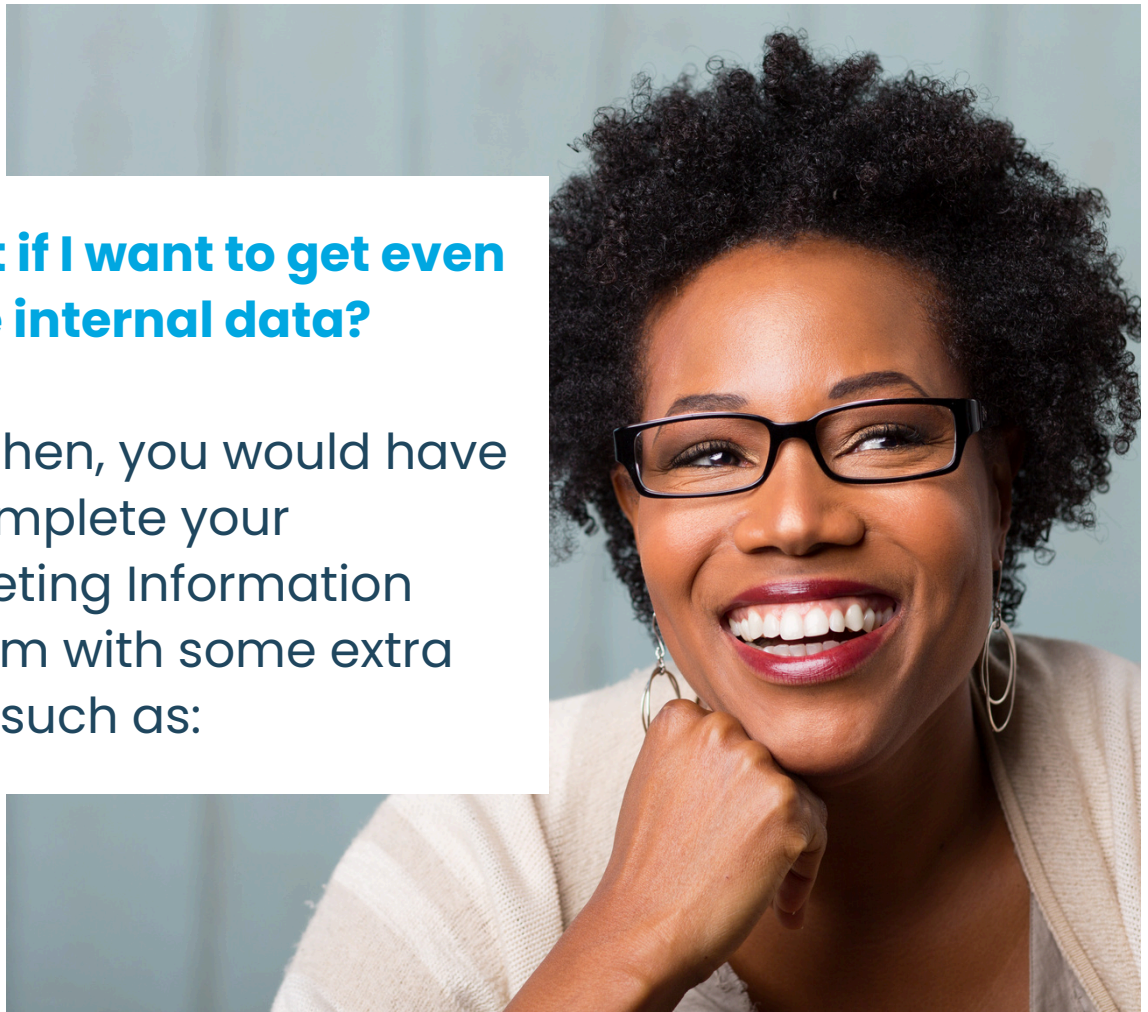
1. COMPANY INTERNAL DATA

This point will try to obtain the internal information flows of the company with respect to the micro environment, from:



What if I want to get even more internal data?

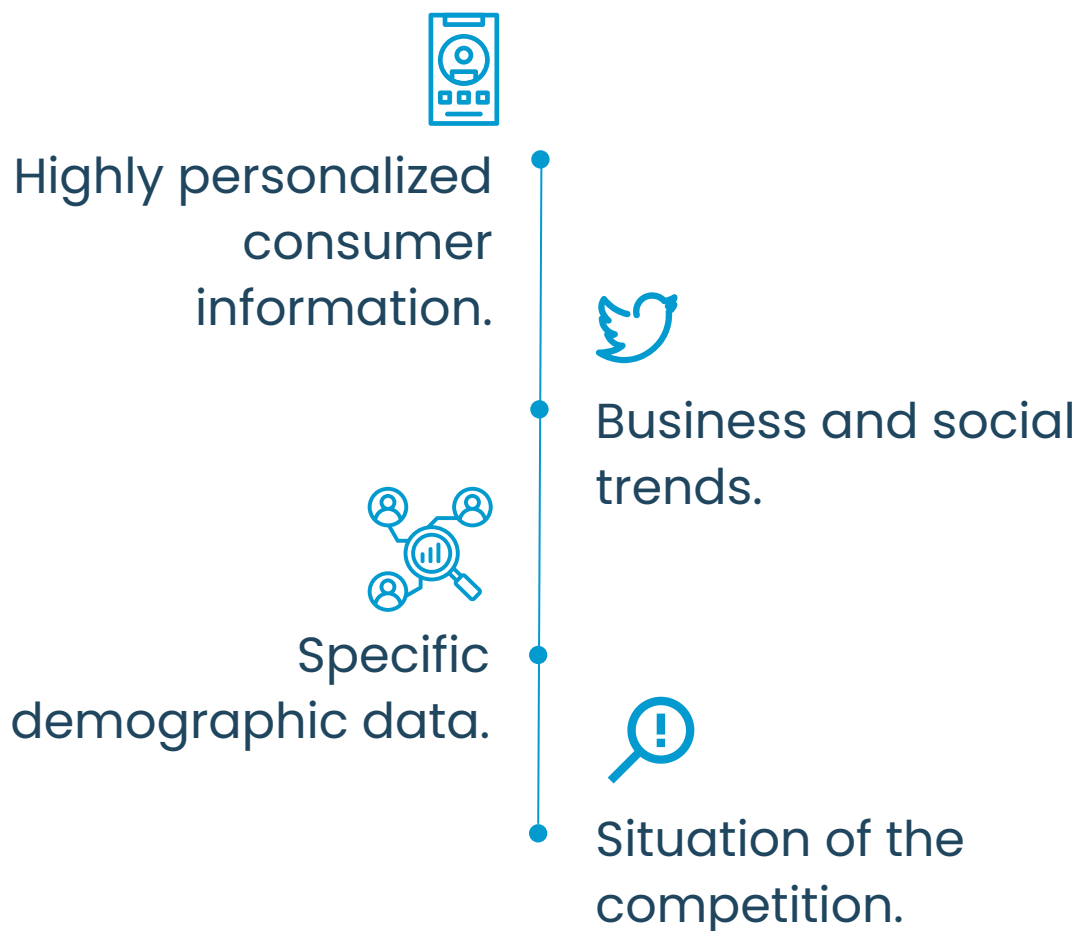
Well then, you would have to complete your Marketing Information System with some extra tools such as:



- 01 Sales information systems:** Which, broadly speaking, allow to know the evolution of sales and their supply needs.
- 02 Analysis of the internal environment:** As can be those of human resources, the production chain or distribution.
- 03 Studies on the sales force:** Which will show real needs covered and areas of opportunities.

2. ACQUIRED DATABASES

Second, we can also obtain information through acquired databases; A scenario that will have quite a few advantages because, literally, we can have any type of data, including:



Of course, you must be very careful in the sources, because you will always have to make sure of their reliability and, of course, legality.



TYPE OF DATA:



Qualitative data.

They answer the questions “which” or “which” and are represented by letters, for example: a gender, preference, name.



Quantitative data.

They answer the questions “how much” or “how many” and refer to numerical quantities, for example: age, price, distance.

3. MARKET RESEARCH & MARKETING INTELLIGENCE

Market research

Of course, another way to collect data for our Marketing Information System will be through market research, whether qualitative or quantitative; among which, we could use:

Consumer studies

Including analysis of demand, market characteristics and user behavior.

Competitor studies

Including market share, prices, positioning and benchmarks.

General environment studies

Including legislation or technological trends.

Price studies

Including trends and competition.



MARKETING INTELLIGENCE

- 01** Promotion and communication studies: Including brand positioning or recognition, evaluation of advertising campaigns and Top of Mind.
- 02** Complete anthropological or ethnographic studies.
- 03** Focus groups. Microsessions.
- 04** Trackings and price elasticities, capacity, and others that are focused on uses, attitudes and sales potential.
- 05** Interviews or surveys.
- 06** Market observations. Mystery shopper.

And, of course, digital and social networks, including Google Analytics, the information systems of networks such as Facebook and Instagram.

FINAL CONSIDERATIONS ON THE DATA

Data and information are not the same, even though they are linked. The data refers to recorded events, while the information consists of raw data that is processed to generate valuable content.

Regardless of which source we are obtaining our data, never forget these 3 points to validate it:

- **Degree of reliability:** Subjecting the information to an objective analysis, examining the method followed to obtain it, as well as the people and institutions that collected and published it.
- **Update rate:** Since we will need the most recent one that adjusts to reality.
- **Degree of detail:** In order to avoid large encompasses in the same concept and trying to know all the components of the studied phenomenon.

Thus, you will make sure not only that you have the information, but also that it is of the best quality.



03

IMPLEMENTATION AND ANALYSIS OF A MARKETING INFORMATION SYSTEM

Now, since we know where and how to get the data, the time has come to implement and integrate all the data in a Marketing Information System and, for this, we will require an essential tool, a good CRM or Google Sheets table that allow us to empty and connect the data.

A GOOD CRM MUST HAVE THE ABILITY TO DO FOR YOU:



Store all the information in one place.



Segment the information by areas at the same time and share it among them.



To be able to do the formulas and segmentations that you need.



Have additional functions for the integration of reports, analysis and statistics.



Integration with different sources of information such as Google Analytics and Google Drive.

Thus, in the digital age, we will see that certain tools, such as a CRM, will be vital for any sales and marketing team, so we recommend the following that, in our opinion, are very useful:



Zendesk:

A Platform with more than 160 thousand affiliated companies that includes specialized software in customer support for any company, of any size.



CRM HubSpot:

An ideal platform to maintain total visibility of your sales pipeline in real time.

However, we know that implementing CRMs or new tools can be a challenge, so if you need additional support from a team of experts (at any point) you can contact

Play.Interactive.

04

IMPLEMENTATION OF DATA FROM A MARKETING INFORMATION SYSTEM

Connecting the data and making sense of it is the true magic of a Marketing Information System.



Do you remember those initial questions? Well, if you observe, you have already defined many of your unknowns in that process, but to finish, you not only have to understand the data that all these sources give, but also how to interact with them, so this will be the next step to advance to development of processes and concrete actions in the decision-making of your company.

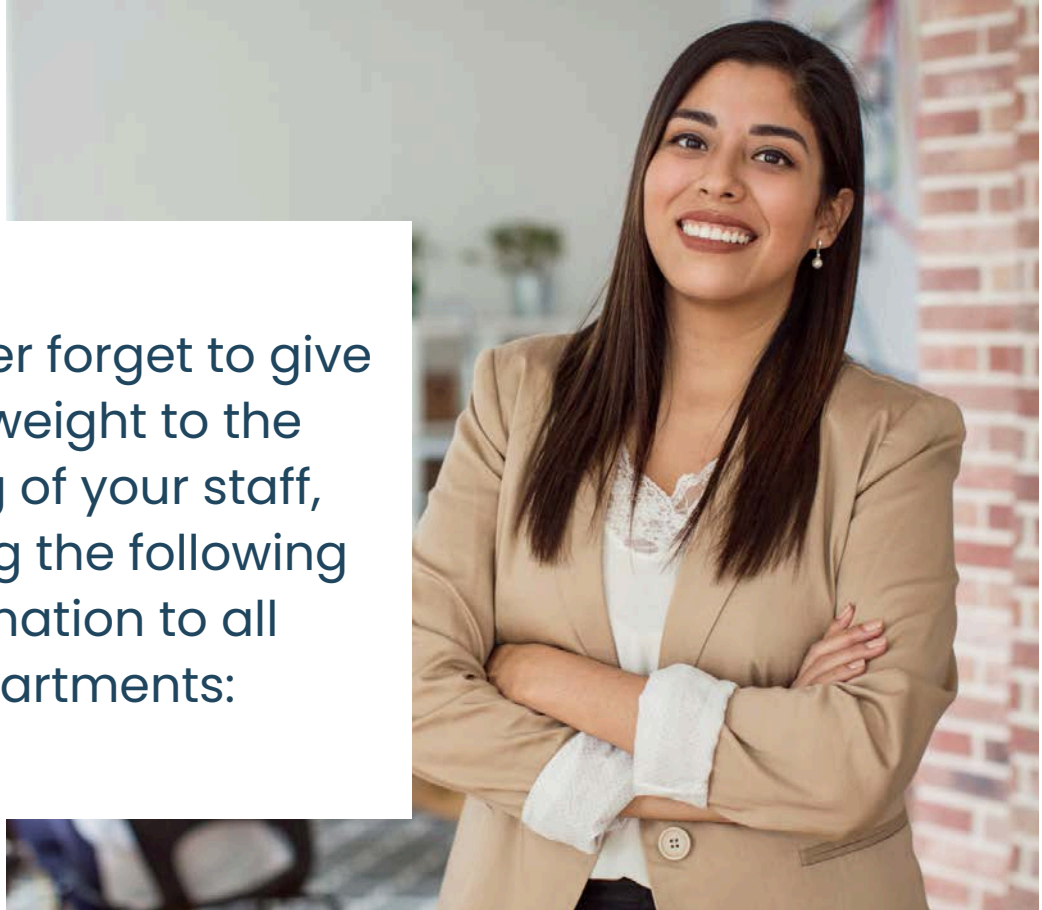
Remember something very important: Data cannot be interpreted in assumptions. It requires specialized and trained people to know how to interpret them correctly.

Thus, 50% of the companies that use a Marketing Information System focus the analysis and interpretation of the data to:



TRAINING AND MONITORING KEY ELEMENTS FOR THE SUCCESS OF A MARKETING INFORMATION SYSTEM

Now, never forget to give great weight to the training of your staff, providing the following information to all departments:



Training:

- All the operation of the new system.
- How it will affect and integrate their functions.
- The ways in which information and functions will be connected.
- All the ways to take advantage of the system.
- Assignment of managers and leaders for the implementation of the system, in order to keep track of progress and doubts.

Follow-up:

- Internal communication tools to connect the teams involved.
- Periodic progress meetings.
- Test reports from time to time.

Performance indicators

Do you remember what information is power? Well, in this case, our recommendation is that you implement indicators that are quantifiable, realistic and that coincide with your objectives, in order to always be alert to any risk or change that you must take into account for your next strategies.



CONCLUSIONS

In the coming years, experts foresee a growing demand in the implementation and development of Marketing Information Systems, which will have access to more data sources in order to guide the operations and decision-making of thousands of companies; meaning that those businesses that do not implement their own SIMs could be at a disadvantage.

In fact, by 2022 more than 51% of Latin America's GDP will be digitized, which will drive rapid changes in user behavior, adding the normalization of the use of artificial intelligence, machine learning and automation, so that a company that don't, you could be out of the business game in no time.

In this way, it is more than prudent for your company to be up-to-date with market trends, as these will be decisive for maintaining productivity and competitiveness, so having an efficient Marketing Information System will help you achieve your objectives. business and, of course, to better strategic decision making.

LET'S TALK

start your project



Contact

hola@playinteractive.mx



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in seconds**



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