

10 Ways to Defeat Big Data!

We create 2.5 quintillion or 2,500,000,000,000,000,000 bytes of data every day; and 90% was created only in the past 2 years, according to IBM. So what's the big deal about Big Data?

Big Data is information about customers available through various sources and channels, from social and ICT networks, from videos and digital images, from sensors or GPS signals, to name a few. This data is something which can be invaluable for businesses. Here are 10 ways to harness the power of big data:

- Use big data to gain insights that make your business flexible, agile, and in sync with your customers.
- Know your business goals before you know data. In order to leverage big data, you need to know the basic objectives to gain opportunities to achieve goals in different ways.
- Know why you need data, how will it help, who will it help, what it will cost to capture and analyze, and what return will you get out of it.
- Use it to create targeted marketing campaigns, in order to give customers what they need more than what they want.
- With big data you can localize your marketing plan. Your next plan can go regional; it can go into sub verticals, into personas rather than demographics and focus on specific stages in the buying cycles.
- Big data provides an in-depth database of customer information. You can segment data to identify groups to enable targeted communication.
- Availability of data online and offline is limitless. Goals need to be defined and set in order to materialize its objective.
- A structure needs to be created to translate big data into intelligence to make it a linchpin to map goals with strategy.

- Big data provides a minute level of detail about customer interactions and behavior. Understand each stage of your customer's life cycle to create actionable segments to drive relevant messaging.
- Through a customer centric approach to achieve business goals, you can take multichannel marketing to the next level of revenue performance with big data.

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