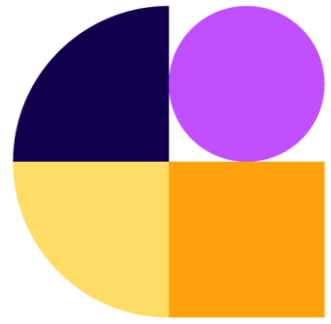




Using Your CRM the Smart Way Under the New Data Act



Hello!

We're GoodCRM, made especially for arts, heritage and culture.

- Moving Beyond Binary Opt-ins – Using Complexity to your Advantage
- Three-dimensional Data Approach vs Simple Tagging
- Using Organisational Memory
- Practical Actions
- How to Achieve Great Segmentation

Introduce Complexity

- Move Beyond Binary Opt-ins
- Missing opportunities due to oversimplified approach
- Be more granular!

Greater Manchester
M20 4TY
United Kingdom

▼ All fields

Donated to:

Online Donation

Marketing opt-in: Checked

Date of birth: 06/07/1971

Communication Preferences:

☒ Email

☒ Post

Interests:

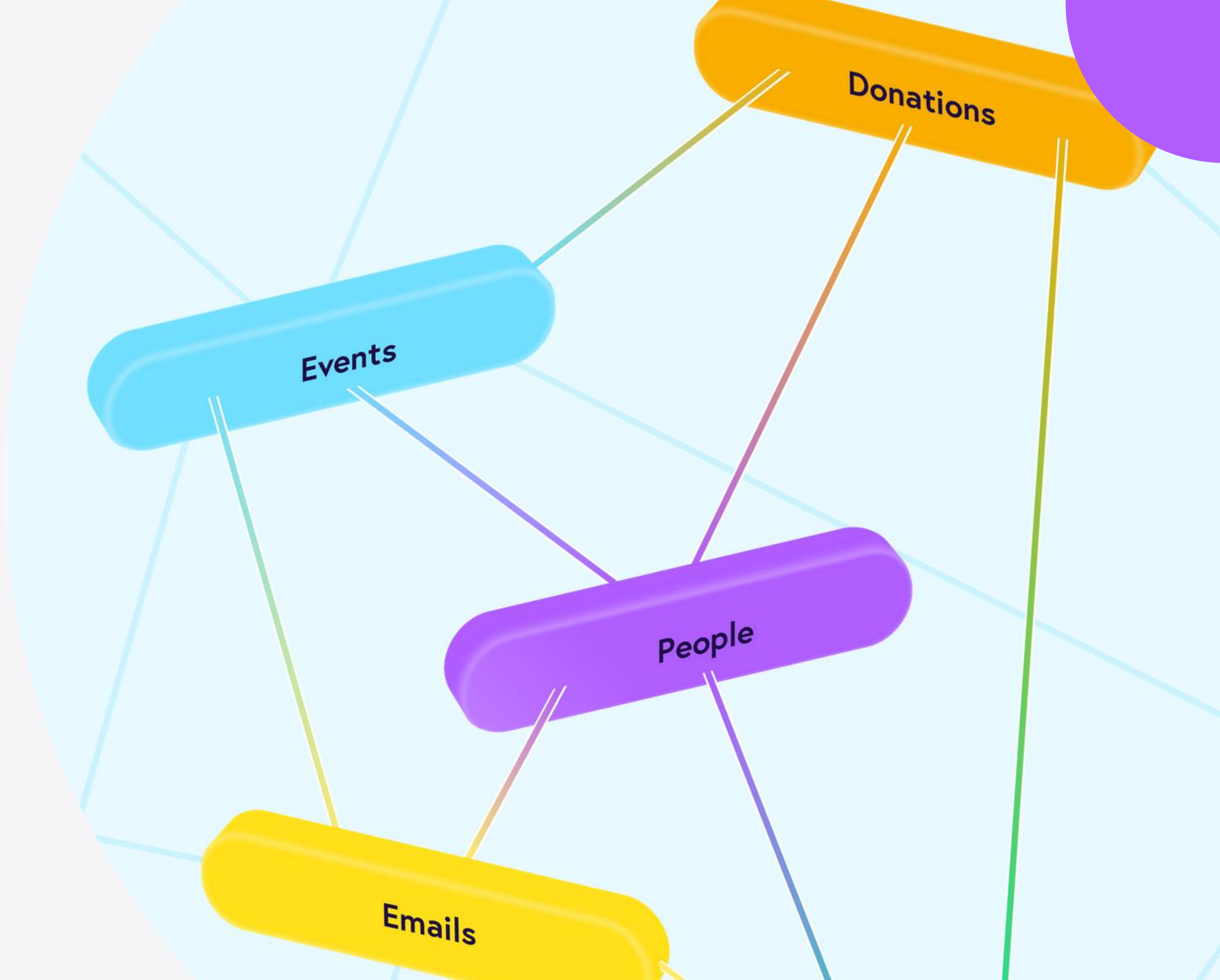
☒ Architecture

☒ Children and Young People

☒ Exhibitions

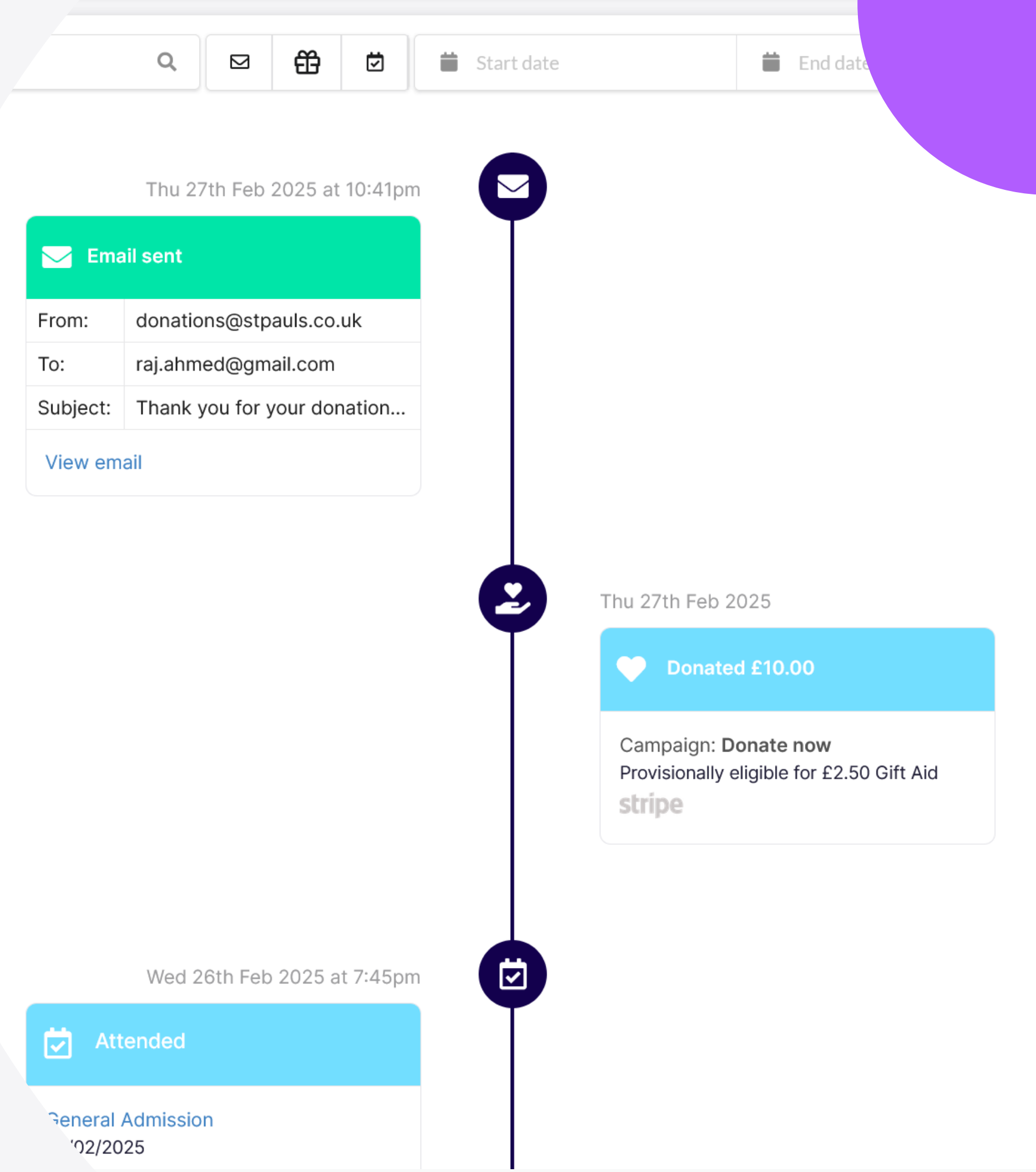
Three-dimensional data

- What can we infer from engagement behaviour?
- The problem with just tagging



Organisational Memory

- Use linked data from engagement history
- Collect and store for future use



Actionable Intelligence



Granular options

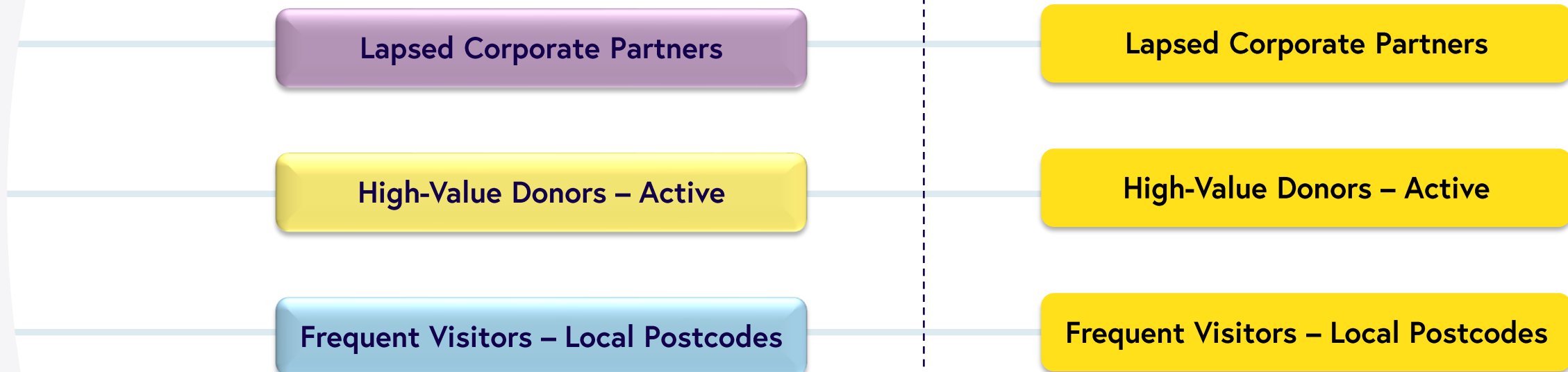
Build in granular options into opt-in opportunities within existing and new user journeys, directly into your CRM or the systems feeding into it.

Capture as much information as you can into your CRM

The CRM should be the hub for all the information you're capturing about people. The more you know about your constituents, the more opportunities there are.

Great Segmentation

- Linked data is just as important as individual record data
- Events categorised and searchable, use custom fields and tags
- Use rich data to fuel campaigns



Thank you.

From the
GoodCRM Team

Learn more:

<https://goodcrm.co.uk/explainer>

Book a call with us:

<https://goodcrm.co.uk/discovery>

