

# TOP TEN TIPS TO ELEVATE YOUR MARKETING WITH GEODATA

## TOP TEN TIPS RUNDOWN

### #1 Objectives

Be clear about what the aim is

### #2 Relevance

Understand who is in the audience

### #3 Offer

Give an incentive to get a response now

### #4 Data

Gain insights from the data you already have

### #5 Moment

Send the message when the time is right

### #6 Channels

Use multiple media to get better results

### #7 Test

Find out which messages and offers work best

### #8 Interaction

Listen & Learn – it's a two-way street

### #9 Partners

Use specialists for skills you don't have

### #10 Strategy

Think long-term; develop relationships