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Tips & Tricks | Become a Data-Driven Marketer [1]

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Marketing places a lot of emphasis on engaging creative material. While developing high quality creatives is important, understanding your marketing performance data is paramount. A recent LinkedIn [3] marketing article [4] has key tips and tricks to help drive strategic decisions and implement best practices for your marketing data.

Highlights include:

- Focus on the reality instead of assumptions
- Business relevant data is key
- Initiate a clean up operation
- Become a true data driven pro

You can read the full post here [4].

Tools of the Trade [5], Email Marketing [6]
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Links
[1] https://www.cu.edu/blog/ecomm-wiki/tips-tricks-become-data-driven-marketer
[2] https://www.cu.edu/blog/ecomm-wiki/author/292 [3] https://www.linkedin.com
[4] https://www.linkedin.com/pulse/how-you-can-become-more-data-driven-marketeer-kim-lehult/?lipi=urn%3Ali%3Apage%3Ad_flagship3_feed%3BxEgyH3NsScac1ywCvgET5A%3D%3D
[5] https://www.cu.edu/blog-tags/tools-trade [6] https://www.cu.edu/blog-tags/email-marketing