



The 21-Day Fix for Big Data

Take one step at a time

To build initial muscle mass, marketers should take a phased approach to data consolidation.

1.

Warm up by **clearly defining your objective** and the most urgent business needs that data can address.

2.

Now that you're stretched out, **identify the first- and third-party structured and unstructured data** you need to capture.

3.

Start with low weight and high repetition: **Determine the volume of data** and frequency of capture required.

4.

Assess the **best sources of existing data in your company**, and map out collection points. This one might hurt a little.

5.

Increase the weight: **Determine the new data** you will need to capture into your data ecosystem.

6.

BREAK!

You've earned a day off. Take a step back and evaluate the completeness of the data to meet your goals.

Consolidate data

If you want to offer seamless customer experiences across channels, get all your data muscles working in sync.

7.

Identify disparate data

that must be synchronized, including stand-alone databases and Excel spreadsheets. Feel the burn!

8.

Work on core strength by **building mechanisms to import data into the central hub** as a one-time or ongoing activity.

9.

It's the dreaded leg day. **Budget for consolidation and cleaning up data integrity** issues that require standardization.

10.

Sore from yesterday? Push through the pain by **eliminating duplicate, redundant or erroneous data** across the organization.

11.

You're in the zone now. **Isolate the data and attributes** that can best drive measurable results.



12.

BREAK! You're more than halfway there! Rest up; tomorrow you'll start doing some heavy lifting.



Find the right technology

You're going to work out some muscles you may not have used before as you build a data ecosystem.

13.

Move up to the next weight level and **determine how well your current infrastructure can handle real-time data inflow.**



14.

Let's max out! Consider your options, including a **big data platform, SQL vs. NoSQL databases,** and integration solutions.



15.

Once the data repository is done, **implement analytics tools to get full value.** This will strengthen your stabilizer muscles.



16.

BREAK! It's been a rough few days, but the fun part comes next as you begin to put your training to practice.



Launch a campaign

Push the limits. Using your newfound data muscles, launch a real-time marketing campaign across channels.

17.

Identify the **specific business scenario you want to address,** and map data sets to that challenge. You can do this!



18.

Press hard after the customer. **Identify new collection points** that will fill in data gaps and complete your profiles.



19.

Today your training pays off. **Launch your campaign, then monitor the results** and optimize along the way.



20.

Leverage data to share business insights, as well as sales and data monetization opportunities, across your organization.



21.

CELEBRATE!

You made it through the 21-Day Fix for Big Data. Relax, and prepare for your personalization workout.



Big Data ‘Diet Tips’

To get the most out of the 21-Day Fix for Big Data, it’s important to eliminate the junk food from your diet. Here are four big “don’t’s”:

1

Don’t overlook any data source

Every unit of data is an asset with potential “nutritional” value that provides insight on customer interactions, channel optimization, user experiences and revenue opportunities.

2

Don’t implement technology alone

Just like group workouts provide accountability, the success of your big data store depends on how you institutionalize it across teams. Develop a framework to ensure the repository remains current and true, and empower teams to manage it through established processes.

3

Don’t forget corporate policies and regulatory requirements

Be careful not to overindulge on big data before you’ve figured out how it works in tandem with personal information legislation, geo-fencing in relation to countries and markets, and industry-related laws and compliance.

4

Don’t expect the biggest results on Day 1

Big data requires a steady approach with phased implementation and gradual adoption. Timelines vary, but SMBs can usually expect a three-month window to see results, and enterprises should expect six months.