

# Teasley

## *Using Data to Improve Your Marketing*

### **Talk Information and Bio**

#### **Brian Teasley - Bio**

Brian Teasley is the author of the “How to Improve Your Marketing (Using Data and Analysis)” series of articles. He has worked for over thirteen years helping companies use data and analysis to improve their products and marketing programs. Some highlights include helping companies:

- Uncover opportunities for savings of millions of dollars
- Increase the revenues brought in from millions of customers
- Substantially reduce their report, analysis, creation & delivery time
- Improve customer acquisition and retention rates

His practical approach to using data and analysis has helped improve marketing programs at many Fortune 50 companies. It has also helped improve the stealth fighter, semiconductors, and titanium golf clubs.

A former employee of Bronner/ Digitas in Boston, Brian is also an excellent speaker. He has taught “Business Statistics” and “Decision Sciences” courses at Baker University and Iowa State University. He has also been a guest lecturer at American University (Washington D.C.) in their Ecommerce program. He is a Phi Beta Kappa member with an undergraduate degree in mathematics and statistics from St. Olaf College and has an M.S. degree in Statistics from Iowa State University.

As the head of Teasley ([www.teasley.net](http://www.teasley.net)), Brian lives to help companies use data and analysis to improve the marketing programs.

**Title of Talk:**

*“How to Use Data and Analysis to Drive a Multi-Channel Marketing Program”*

**Description**

A “behind-the-scenes” look at how two very well known companies used data and analysis to develop, design, execute and improve multi-channel marketing programs. The seminar will give you insights into how you can improve data and analysis use in your programs, as well as leverage the learning from these programs to help yours.

Topics and channels discussed will include data, research, print, direct mail, online, email and television, as well as ROI sales results and operational areas.

**Data topics will include:**

**Upfront Research:** Using data for market segmentation (Data Sources, Defining High Value Customers, Cluster Analysis)

**Using data for targeting** (Predictive Modeling)

**Execution:** Using data for personalization

**ROI Tracking:** Collecting, measuring, and using campaign results to improve the program

While the session will discuss the statistical aspects (predictive modeling, cluster analysis, etc.) it will focus more on the sources of data, the structure of the program, the execution of the program, and the results.

**Benefits:**

- Improve your multi-channel marketing program by using some of the ideas presented in this seminar
- Improve your program by being able to acquire the right data
- Improve your program by being able to conduct the correct and most appropriate type of analysis
- Improve your program by being able to co-ordinate its’ tricky technical aspects (data, analysis, data storage)

## **What You Will Learn:**

You will learn:

- How to use data and analysis to design, conduct, monitor and improve your multi-channel marketing programs
- How some major companies are co-coordinating and using multiple channels and data (some sources may surprise you) to execute and monitor their marketing campaigns
- How things have worked (results and surprises) and what have been the “pain points” (and what to do about them)
- What resources are required to execute multi-channel campaigns
- Understand some of the technical aspects of the analysis that will help you improve your marketing campaigns

## **Who Should Attend**

- CMO's, SVP, VP's of marketing of companies executing or contemplating multi-channel programs
- Advertising account executives (all levels) and managers
- Marketing Consultants
- Marketing Analysts who want to see the “bigger picture” of how a multi-channel program should work

(Please note, all of this information is available electronically. Please contact Brian at [bteasley@teasley.net](mailto:bteasley@teasley.net))