



Data Management Lab by RGA

helping businesses utilise B2B data to sell effectively and improve revenue in a new GDPR environment

DataLab by RGA:

Specialises in managing B2B data for DM use by the meetings & hospitality industry in a new GDPR marketing / post pandemic era. Using our knowledge and experience to identify ways of increasing customer engagement, we offer a range of practical solutions to help your organisation research and understand more about your clients and to target potential new clients.

DataLab by RGA:

- Rapid to deploy
- Flexible and scalable
- Keeps your data compliant with GDPR
- Acquires high-value buyers, audiences, and influencers
- Professionals representing your organisation with honesty and integrity
- Highly efficient, experienced interviewers of corporate MiCE & Hospitality buyers
- Using RGA allows you to focus your sales team on closing sales

3 Step: An Initial Communication Plan

STEP1: TELEPHONE CONTACT by calling each contact to establish an interest and preference in receiving information from your organisation:

GDPR Data Cleaning includes:

1. Data audit, merging existing data sheets
2. Removal of mis-formatted data & duplications
3. Telephone remaining core data to assess "legitimate interest" and communication preference

Those who can't be contacted by telephone will be transferred to STEP2

STEP2: EMAIL sent to those who cannot be contacted by telephone

Email outlining corporate message/business opportunities/USPs and collecting communication preference for your direct marketing database. We shall help build the html email, create research questionnaire, and provide sample templates.

STEP3: The GDPR Opportunity by Post - questionnaire and communication preferences sent to those who cannot be contacted by telephone or email

A5 postcards will be sent to those not already contacted by telephone or email inviting / incentivising them to complete a short questionnaire to capture data and communication preference. Creating a valid reason to complete the questionnaire and your “USP” is imperative to “why should we be included on your database”.

RGA shall help design, organise printing & fulfilment and despatch by Royal Mail.

Rules for GDPR compliance are quite simple:

- USE Legal Basis “Legitimate Interest” for Direct Marketing.
- Don’t contact someone (private and business) without their consent or who have no legitimate interest in your product/service - (except by post).
- Don’t assume they want to hear from you.
- Don’t cold contact them, and don’t send them irrelevant information that they didn’t request.
- Maintain a secure record of those “unsubscribed” so they don’t get added back into your database.
- Be transparent in your Privacy Policy about your business function, operation & intent.
- And, of course, no pre-ticked boxes.

Projects will be priced on an ad hoc, step by step, basis.

For each Step, an outline of the work and quotation will be raised.

RGA will not commence work until formal confirmation (at each stage) is received.

DataLab by RGA: *keeping data compliant, gain insights to improve marketing and sales*



0845 605 2303

+44 (0)1993 835240

info@rgaukLtd.co.uk

www.rgaukLtd.co.uk