

How GDPR Will Reduce Marketing Costs

It might take some time to become GDPR compliant (although you only have until May 25th 2018!). However, the legwork involved in gaining compliance will pay off in the end.



GDPR
COMPLIANT



- Marketing to cold leads
- Excessive email marketing spend
- Low conversion rate
- Time spent creating unseen content

- Cleaning databases
- Improving communications policy
- Boosting transparency
- Updating privacy policy
- Considering legitimate interest

- Less budget spent but greater conversion rates
- Enhanced customer experience
- Improved data segmentation
- Only contacting interested people
- Targeted content for personalised buying journey
- Use of legitimate interest to drive direct mail



*This email master class/ blog series has been prepared by instantprint as a condensed summary of GDPR and not as a full comprehensive review. We advise all readers to undertake their own further reading and research into GDPR, including a review of the GDPR guidance set out on the Information Commissioner's Office's website.