GDPR comes into force 25th May 2018. Dynamics 365 provides a Platform to manage compliance and exploit you customer data.

Get ready for GDPR with Dynamics 365 FREE consultation

GDPR: What Europe's New Privacy Law Means for Email Marketers

WHO DOES GDPR IMPACT?

GDPR will affect every company that collects or uses personal data from EU citizens. If you're collecting email addresses and send email to subscribers in the EU, you'll have to comply with GDPR—no matter where you're based.

GDPR impacts on all storage and usage of personal data, in this white paper we are focussing on the impact on emarketing.

WHAT IF YOU DO NOT COMPLY?

When the **EU General Data Protection Regulation** (GDPR) is enforced from 25 May 2018, breached organisations will find the fines they face increasing dramatically.

From a theoretical maximum of £500,000 that the ICO could levy (in practice, the ICO has never issued a penalty higher than £400,000), penalties will reach an upper limit of €20 million or 4% or annual global turnover – whichever is higher. For many businesses, the threat of insolvency, or even closure, as a result of GDPR penalties will soon be very real.

CRM **Dynamics** Limited

WHAT CHANGES WILL GDPR BRING FOR EMAIL MARKETERS?

GDPR touches several aspects of email marketing, especially how marketers seek, collect, and record consent. Many practices that marketers previously used to grow their database won't be compliant under GDPR. Here's an overview of what every email marketer needs to know:

- With GDPR in place, marketers will only be allowed to send email to people who've opted-in to receive messages. Starting in May 2018, brands have to collect affirmative consent that is "freely given, specific, informed and unambiguous" to be compliant with GDPR.

- The signup process must inform subscribers about the brand that's collecting the consent and provide information about the purposes of collecting personal data. The GDPR demands that the recipient is provided with adequate information on how their data will be used. For example, if you intend to profile data to determine what emails they receive you must make this clear.

- What if someone left their email address to download a whitepaper or provided their business card to enter a contest? If you didn't tell them you'd use their personal data to send marketing messages—and if they didn't actively agree that it is okay to use their data for that very reason—it won't be legal to add those email addresses to your mailing list.

- The GDPR not only sets the rules for how to collect consent, but also requires companies to keep record of these consents. The burden of proof that sufficient consent has been given lies with the company.

- Consent forms will need to be stored and be presented if requested

- If you store data about children on your database, the regulation is more complex. The definition of child can vary (depending on EU member states interpretation) from 13 – 16. So, data controllers will need to know the age of the child and keep this current in their database, in addition they cannot seek consent from anyone under that age. Instead, they must obtain consent from a person holding "parental responsibility".

CRM
Dynamics Limited

THERE IS NO ALLOWANCE FOR DATA CAPTURED BEFORE GDPR

GDPR applies to all existing data. If your database includes subscribers whose permissions haven't been collected according to the GDPR's standards, or if you can't provide sufficient proof of consent for some of your contacts, you might not be allowed to send email to those subscribers anymore.

Here are seven practical tips that you can get started with right now:

- **Act quickly, re run re-permissioning campaigns** before the GDPR enters into force in spring 2018. But to do this you have to have the system in place to capture the opt in action. You will probably need to try a number of campaigns for this to work effectively.

- **After the re-permission campaigns have been run, you must start auditing your mailing list.** Remove anyone where you do not have a record of their opt-in. For new subscribers, make sure that the potential subscriber confirms that he or she wants to join your mailing list by sending an automated email to confirm the subscription.

- **Review the way you're currently collecting personal data.** Are you still buying mailing lists? If so, now might be the time to start fresh with a new mailing list. While that might be a terrifying prospect for some, you're then guaranteed a list of engaged and interested readers.

- **Invest in a content marketing strategy.** By creating white papers, guides and eBooks that visitors can access and download in exchange for them sharing their contact information.

- **Invite visitors to add themselves to your mailing list by launching a pop up on your website.** You can keep your mailing list neatly segmented by creating specific pop ups for product news, blog posts and general company news.

- **Get Social - Social Selling Techniques will start to become more important in B2B marketing.** A co-ordinated social media plan should be used to connect with prospects and share relevant content. This is obviously done at the corporate level, but individual sales people have a role to grow and harness their own networks with more personalised posts.

- **Start centralizing your personal data collection into a CRM system.** And make sure your users can access their data, review its proposed usage, and make any changes as necessary. Excel sheets with contact information lacks the control needed for compliance!

CRM
Dynamics Limited

SALES and MARKETING A NEW DYNAMIC

Double opt-in marketing lists are, naturally, smaller. So, you're going to have a smaller pool of prospects for marketing, though they will be higher quality.

Sales people will also have to put more effort into pulling in their own leads if you want to increase the quantity. It could be viewed that the sales funnel is shifting on its head, previously marketing has started to work on the lead nurturing aspect with the likes of automation while sales focus on the close.

Now it appears sales might need to focus on the lead generation as well as close while marketing nurture and push prospects through the pipeline.

HARNESSING SOCIAL MEDIA FOR SALES

It's in the sales team's interest to help marketing build a larger marketing prospect list using social media to interact with your clients and prospects. There are some obvious dangers in letting sales people post on behalf of the organisation.

E-Marketing platforms linked to CRM allow the marketer the benefit of the personalisation and access to the sales person's network but the control that the messages meet a minimum standard. Social posts can be managed on behalf of multiple advocates whether they are your own sales people, your CEO or leading industry opinion leaders.

HOW CAN CRM DYNAMICS LTD HELP?

We have 25 years' experience in implementing customer databases and we are a certified Microsoft Dynamics Partner. We have a wealth of experience in extracting customer data held in various databases e.g. ACT, GoldMine, dBase and Excel spreadsheets and cleansing the data to create one single set of customer data.

We can enhance the data to ensure there is correct information such as addresses. Studies have found that a typical B2B database degrades at 22.5% per annum so a continuous process of data cleansing is required.

Then we can import this information into Dynamics 365 online or on premise, Microsoft have made a strong commitment to ensure their solution is **GDPR compliant.**

We can advise you on how to set up the correct security model so that only the right people can access the data and only certain people can use the data for email marketing.

We can set up various CRM processes to ensure compliance with GDPR e.g.

- Correct opt in procedures that are automated.
- Create website forms that link to CRM to ensure that your data usage policy is clearly communicated.
- Auditability of the multiple opt in and opt out actions is held against the contact record for access.
- Subscription lists to manage customer preferences, linking website opt in options on your website into CRM.
- Automatic unsubscribe processes.
- Set up duplicate detection rules to ensure the customer data is clean.
- Failsafe processes to stop the accidental emailing of contacts.
- Failsafe approach to merging records and transferring from lead and contacts.

Once you have put the correct procedures in place we can then advise how the CRM system can be used proactively to engage and nurture customer interests.

- Automated nurture programs based upon opted in prospects by subscription stream
- Social media connectivity to CRM, setting up your advocacy network to start to build a new, high quality prospecting databases.
- Compliant email marketing strategies to generate interest.
- Customer Survey functionality linked to CRM to provide high quality analysis and customer feedback.

CRM
Dynamics Limited