

PURPOSE DRIVES DATA

Welcome back to the Wander Creative Podcast! In this episode, Matt sits down with Dan and Katie to talk about how having a clear purpose behind your work can lead to better results. They break down why focusing on purpose helps guide decisions, especially when it comes to using data in marketing. The team also chats about how privacy changes are affecting data tracking and what you can do to keep your campaigns on track.

TAKEAWAYS

- 01 Purpose Drives Impact:** When you have a clear reason behind your marketing efforts, it's easier to create meaningful results that align with your goals.
- 02 Data-Driven Decisions:** Instead of relying on gut feelings, let the data tell you what works best for your audience.
- 03 Navigating Privacy Changes:** Even with updates like iOS privacy changes, there are still ways to collect the insights you need to make smart decisions.
- 04 Adapting with Google & Meta:** Despite the push for consumer privacy, platforms like Google and Meta still provide valuable ways to gather first-party data for your marketing.
- 05 Making Sense of Data:** Understanding analytics is key to adjusting your strategies and making informed decisions about your campaigns.
- 06 Segmentation & A/B Testing:** Tailor your messaging by targeting specific audiences and testing different approaches to see what works best.
- 07 The Future of Data Collection:** Privacy laws will keep evolving, but data collection isn't going anywhere. Building your own processes and staying informed about industry changes will keep you ahead of the game.

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Are you wanting to take the next step in your brand's social media journey?

Check out the **Five-Fold Framework!** This workbook is tailored for brands, marketers, and entrepreneurs aiming to enhance their brand's social media presence.

