



4 Spring Cleaning Data Tips for More Sales

While we are quickly heading toward the heat of summer, there's still time to do some spring cleaning with your data. A nice clean email list can help you make the most of your ecommerce and increase summer sales.

Let's get started.



[Ways to Spruce Up Your Digital Marketing for Increased Sales](#)

Customer data is great but only if you know what to do with it. Many businesses moved to online sales with COVID and, in turn, received a lot of good data from customers. But it's time to get in there, do some spring cleaning of your database, and a few other things to position you for a hot summer sales season.

Segment

Did you get every name on your list the same way? Or did they get added through a variety of sources including ads, referrals, point of sale signups, and other ways? Likely, it's the latter.

If you acquired your list members in various ways, take a moment to look into what each way tells you about them. Did they come to you after an e-commerce transaction or sign-up as part of a contest? How you got them is as important as how they continue to interact with you.

Look for ways to give them more of what they want in a personalized way by understanding what brought them to you in the first place.

Remove Non-Deliverables

You know the bounce backs you get every time you send? Look at the list and check for any obvious problems. Sometimes people hit the wrong key and you end up with .cno instead of .com. Many bounce backs are due to key errors and are easy to recognize. Fix them. If it's not obvious why they aren't going through, get rid of them. You don't want to pay for contacts that aren't valid.

Get Rid of Dupes

Sometimes people get on lists from multiple ways, or they use different email addresses without realizing it. Take a quick scan for duplicate names. Do they share any of the same info? Could they be the same person? If so, do them a favor and merge the contacts. No one enjoys receiving two emails from you on each send, no matter how riveting the emails are.

Add Some Summer Spice

Depending on your business, you may see more visitors in the summer than during other parts of the year, on e-commerce or in-person. Since we're talking about digital marketing here, look for ways you can add some summer spice to your website content, your newsletter, your landing page, and your email messaging. People are ready for fun times. They want school to be over and—unlike last summer—be able to do something. Play to that interest when creating or tweaking your content.

There's an excitement in the air that has not been there for a while. Use this renewed energy to take a second look at your digital marketing. Make some quick tweaks and get ready for summer and increased sales.

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Christina hates exclamation points and loves road trips. Say hi on [Twitter](#) or reach out on [Facebook](#).