

## 2.8: The bigger picture

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An understanding of your customer ties to absolutely everything you do in the marketing process. It should inform and drive strategy, and aid in matching tactics to outcomes.

Feedback on how well you've understood your customer can come from various digital channels, social media, conversion optimisation, CRM, data and analytics. While there are many sources of data, only when they are combined into a holistic picture can they help you get to the 'why' about your customers.

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