

Checklist: Selecting a Direct Mailing List

Remember, with all marketing, you start with selecting a targeted market to yield the highest response rates.

Know where you want to Target.

Where are your buyers going to come from? Will they be coming from statewide, county-wide, citywide, etc? You can select from state, city, zip code, county, region, etc. to find your target market. You can even choose carrier routes and radiuses.

Know who you want to Target.

Who is your perfect customer? Try to profile your past and present customers to find from whom you make the most profits. Think about your competitor's perfect customer, and target them, too. For example: Buying behaviors; income; interests; etc.

Strategically plan when you want to Deliver Your Message.

Anytime is a right time to send out your message. Just keep in mind those times of the year that could or could not be most profitable for you. For example, sending an offer for 20% off Christmas trees in February is not going to be as profitable as sending the same message in November.

Use criteria selections to pinpoint your prospective customer.

Once you have profiled your perfect customer, you can use selections to find out more about their spending habits and interests. Use this marketing data to personalize your message to produce higher response rates. A list broker can help you utilize the best demographic selections to match your prospect's profile.

Look For Quality, Not Quantity.

Quantity is still important, but you want to make certain you do not lose quality. Some list brokers can sell millions of records at a cheap rate, but the quality may not be what you are looking for. Where is the source of these records?

Use a List Broker That Has Up-to-Date Information.

Check with the list provider to know when their database updates are performed. Some providers may give you a list that is out of date, costing you time and money. We provide information that is updated and scrubbed weekly, monthly, semi-annually, etc.