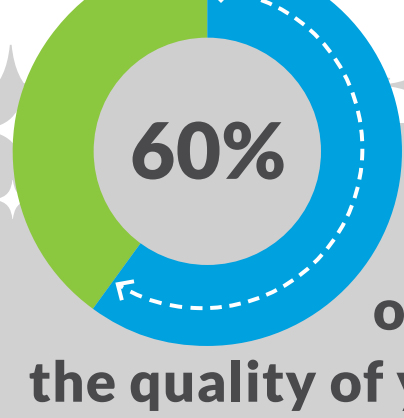


6 STEPS TO BUILDING THE



DIRECT MAIL LIST



60% of your direct mail success is determined by the quality of your list. Building a high-quality, targeted mailing list is the single most important thing you can do to increase your response rates and maximize your return on investment. Here's how to build the perfect list!

1

Identify Your Audience

KNOWING who will buy your product or service, why they will buy it and where they are located is key to building a targeted list. Identify your ideal customer by:

B2B

Demographic Information [Who]
industry, niche, size, sales revenue, titles and more

Psychographic Information [Why]
pain points, situations that create desire for your product or service and more

Geographic Information [Where]
North, South, East, West, local, national, rural, metro areas, etc.

B2C

Demographic Information [Who]
age, gender, ethnicity, marital status, income and more

Psychographic Information [Why]
interests, hobbies, values, attitudes behaviors, lifestyle and more

Geographic Information [Where]
state, city, zip code or specific areas within a certain radius



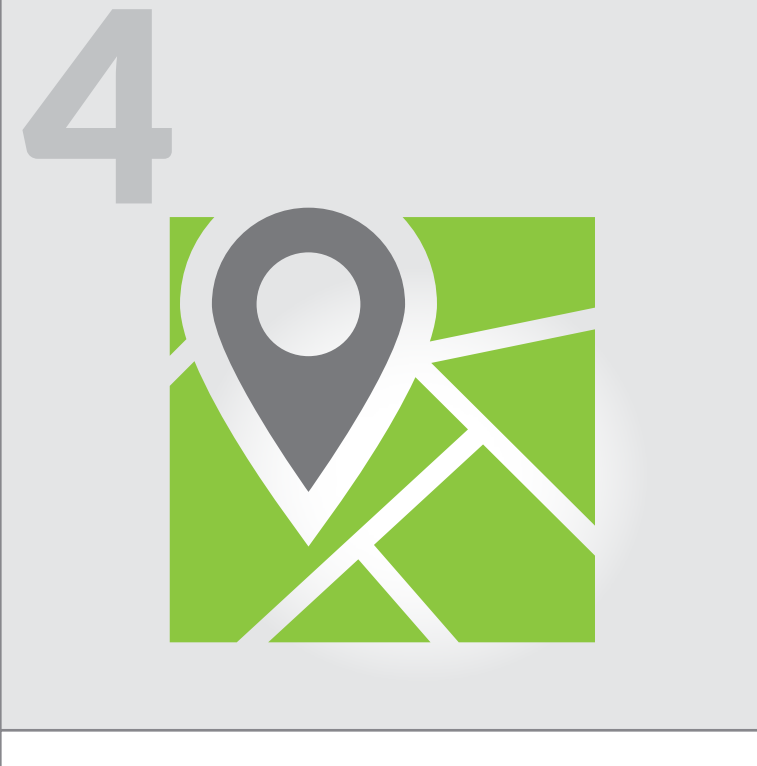
Collect the Right Data

START with existing customers and prospects
ACQUIRE lists of prospects who match your ideal customer profile
FOCUS on the attributes of the 20% of your clientele who make up 80% of your business



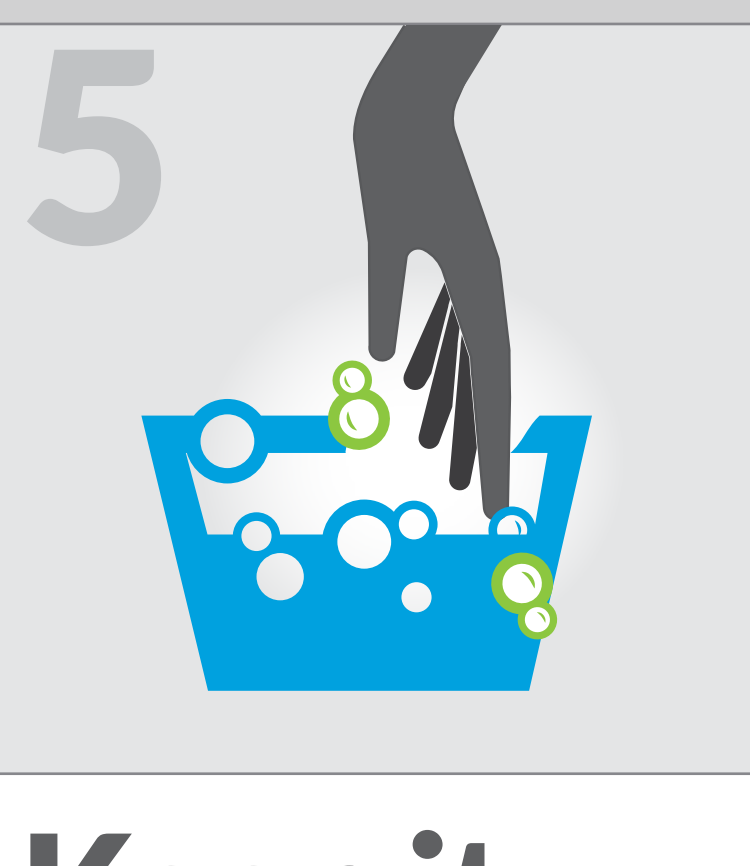
Scrub It

ELIMINATE duplicates (aka de-dupe)
UPDATE incomplete addresses and details
USE THE USPS Coding Accuracy Support System (CASS) to improve ZIP+4, carrier route, and five-digit coding accuracy



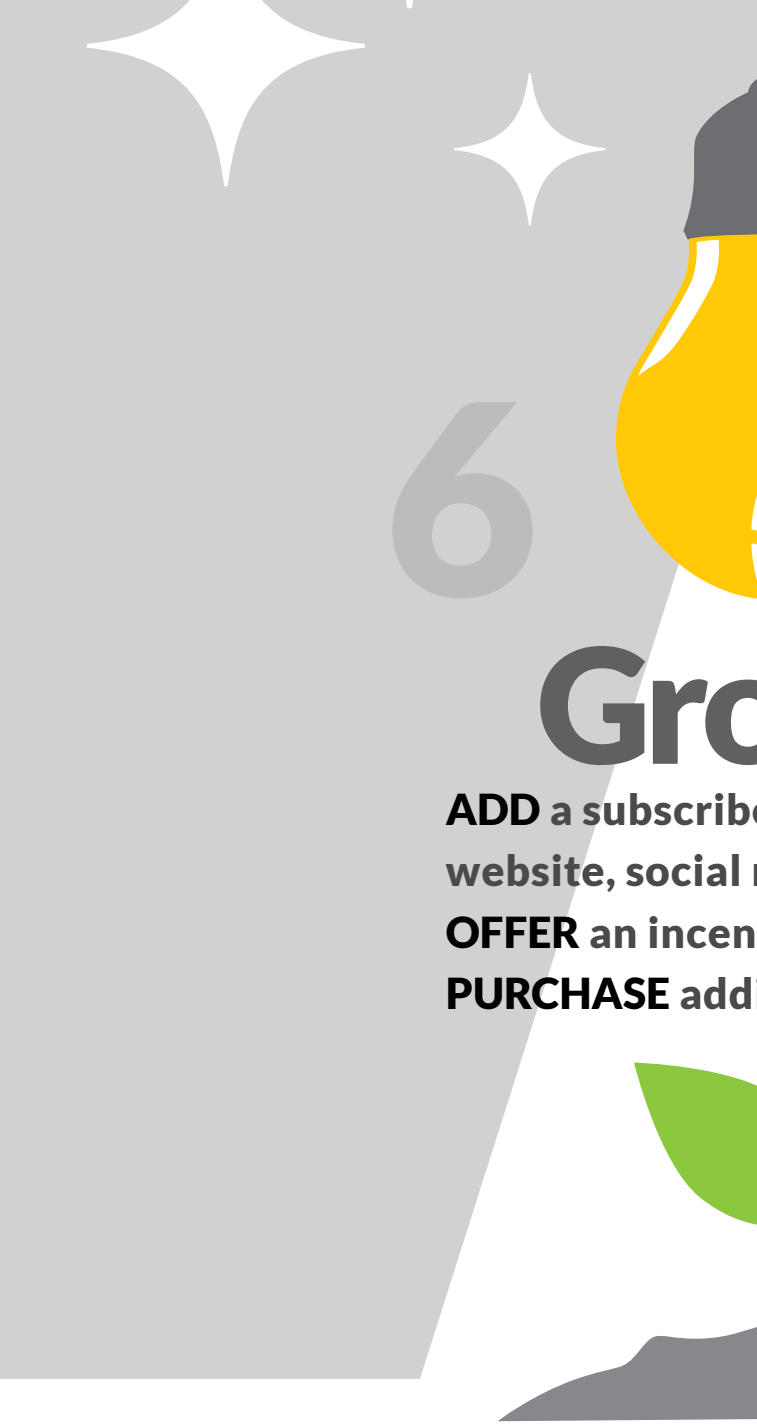
Segment & Target

DIVIDE into Geographic, Demographic or Psychographic segments
SEPARATE prospects from customers
FILTER the best prospects with past purchasing behavior



Keep it Clean

CROSS reference your list against the National Change of Address (NCOA) database
MANAGE returned mail
SUPPRESS records you don't want included



Grow it

ADD a subscribe form to your website, social media and checkout
OFFER an incentive or giveaway
PURCHASE additional lists

ALLEGiant MARKETING GROUP is a full service mail provider with the expertise needed to make sure you have the perfect list for your next campaign—as well as design and postage consultation, printing, mailing and more.



<http://MailAMG.com/>

800.648.3107