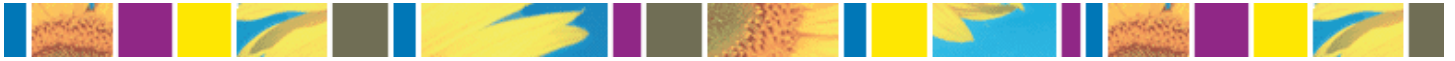


MailingLists: The Right Lists for You



CHOOSING APPROPRIATE LISTS

BY KNOWING YOU

Let's talk a little about what you do and where you want to go. It helps us get a picture of the kind of people who will prosper as your customers.

Then let's look at your current customers. They are a living history of your past marketing efforts. If you want more of the same, your customers are a model of those we need to find. If you are changing directions, let's talk some more before matching up the likely prospects to your new vision.

TARGETING THE RIGHT PEOPLE

The name and address of just about every person in the United States is available to you. They are all on a mailing list somewhere, from the President of the United States, to you, me and everyone else. We know much about their lifestyle, too — where they live, who with, how long, debt level, what they do for a living, their age, income, attitudes, interests and financial stature. Email addresses are available for approximately one third of householders and business people. The selection criteria are similar to that available for mailing lists.

Not all of that information is available for every person, but the data we have, or lack of it, will help refine the selection of prospects that are right for you.

FINDING THEM ON THE RIGHT LISTS

Once we know the kind of people that are right for you, we look for them on the right lists. Because names are available on more than one list, we could find them as homeowners, subscribers to a magazine, as contributors to a particular cause, or as buyers of certain products through then mail or the internet

Each of the variety of lists we could use would yield a different response rate, depending on who else is on the list with the names you want. A response list usually yields a higher response than a compiled list. Buyers of Williams Sonoma cooking supplies usually respond better to an offer for culinary classes than a selection of all homeowners aged 35 to50 with \$100,000+ income. That's because the response list is made up of people who have previously responded to cooking-related offers rather than simply having the ability to take culinary classes. But response lists cost more to use than a simple demographic selection list. The right choice for each situation is balanced by more than we can cover here.

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AND FINALLY, OFFERING PROOF

The real proof that you used the right lists are in your results. You can, and should code each list, and segments of the list you use, and count up the results by code. The proof of how many responded from each zip code, age group, income group, and more, is the best form of marketing intelligence.

We'll help with that. Measurements on thousands of mailings have given us a body of knowledge you can draw upon for your mailing and marketing selections. There's no need to learn everything yourself — some things we already know.

Footnote

The marketing campaign starts, or should start, with the list selection. Once we know the quantity and description of the prospects in your area, the creative approach, budget and timing will follow.

We started our company by offering mailing lists. Creative and production services followed. It's the correct order of things.