

Must-Have Information on Renting Lists for Your Next Campaign

L.I.S.T. Incorporated is committed to working closely with marketers to select the best potential postal, telemarketing, or email lists that will help make their marketing campaigns successful. Here is some information that we have found to be helpful for marketers in their pre-planning strategy for acquiring a list or lists. Hopefully these tips and strategies will help you get marketers like you off to a good start.

1. Do you want to contact all industries?

You have the option of excluding certain vertical markets, such as government (federal/state/local), academia, non-profits, VARs/Resellers, or any general industries or SICs not appropriate for your products or services.

2. Do you want to further isolate your best prospects?

Once you've decided on your target industry(s) – finance, manufacturing, etc... – you have the option of further targeting select contacts within that industry based on company size, sales volume, number of employees, or other selectable categories.



3. Have you considered phone numbers?

Response rates from postal or email campaigns can be significantly improved when done in conjunction with follow-up phone calls. As a matter of fact, many marketers choose telemarketing lists as their prime method of prospecting.

4. Should you limit your contacts to a certain number per company?

Keep in mind that many different individuals in a company may have decision-making authority for your products or services. The typical list will reach all relevant contacts at a company that meet your selection requirements. However, you have the option of capping the number of contacts per company to the maximum quantity of your choice.

5. Targeting large companies?

If you've requested a Fortune 500 or Fortune 1000 list, be aware that this refers to the top 500 or 1000 companies by sales volume. If you are targeting organizations other than the literal "Fortune-listed" companies, you can select your list by specific company size by number of employees or your own sales volume requirements.

6. Are you looking for U.S. names only?

Canadian and International names are also available. A majority of marketers are interested in U.S. names only, but some want Canadian or International names as well. Please indicate your preference to your list specialist when asking for count research.

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Highest Quality Postal Mailing Lists & Telemarketing Lists

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