



Business-To-Business Direct Marketing Program Using A Targeted, Permission-Based Marketing List

WHAT IS A TARGETED, PERMISSION- BASED MARKETING LIST?

These lists have three major characteristics.

- ➊ They focus on prospects that are of specific interest to your business, hence “targeted”, because of the business type, size, location, stage of development, or some event or activity that is happening or about to happen within the prospect company (for example: moving, going public, making a new product announcement, opening a web site, etc.).
- ➋ The lists have been pre-qualified and the appropriate contact within the company has been identified.
- ➌ Permission to send information about your products and services has been asked for and received along with the delivery method (fax, e-mail, U.S. mail) of choice.

WHY BOTHER BUILDING SUCH A LIST?

Using a “targeted” list reduces your marketing expense by reducing your direct marketing effort to only those businesses in your high-impact market(s).

Using a pre-qualified list increases the impact of your marketing message by having it directed to the appropriate person at each prospect company.

Using a permission-based marketing list decreases your legal liability since you will only be direct marketing to companies that have given permission, increases your marketing impact by sending your message using the delivery method (fax, e-mail, or mail) selected by the prospect, and decreases your marketing expense by eliminating those companies that have no interest in hearing your message.

WHAT IS THE MARKETING PROGRAM?

The marketing program consists of the following steps:

- ➊ A general marketing list of the businesses in the target market is secured.
- ➋ Each business in the list is called; the business is pre-qualified, the appropriate contact name is discovered, information is verified, permission to send your information is requested, and the choice of delivery medium (fax, e-mail, or U.S. mail) is gotten.
- ➌ Questions are asked to determine whether the prospect has an “immediate need” for your products or services.



- ④ Your information is immediately sent to each prospect that has given permission
- ⑤ Your sales staff is notified about prospects with an “immediate need”.
- ⑥ Direct marketing campaigns are conducted by sending promotional materials to the permission-based list.
- ⑦ The marketing list is maintained and enhanced.

**WHAT DOES
DATA MART
PROVIDE?**

DataMart takes a raw general business list of your target market and performs the telemarketing campaign required to pre-qualify the list and to garner permissions, passes “immediate need” prospects on to your sales staff, sends information about your company and its offerings immediately to each verified prospect.

DataMart then conducts the direct marketing campaigns to the newly developed prospect list. It takes your message and sends it to the appropriate prospects by their delivery method of choice: fax, e-mail, or U.S. mail. DataMart will maintain your list by honoring delete requests, information change requests, and by periodically adding new businesses to the list.

**WHAT IS THE
COST?**

The following prices apply to list development:

- ① The list cost varies by volumes and options.
- ② The telemarketing cost is \$1.75 for each company in the original list. This is also the cost for periodic list enhancement. A company is called until prequalification is complete or until three calls have been made to the company.
- ③ Sending company information by fax or e-mail immediately upon gaining permission is \$.10 per company

The following prices apply to direct marketing campaigns:

- ① Sending fax promotions costs \$.10 per page
- ② Sending e-mail promotions costs \$.04 per e-mail.

**IN WHAT WAY
DOES SUCH A
PROGRAM AFFECT
MY DIRECT
MARKETING
COSTS?**

Pre-qualifying a list and gaining permission causes an initial, additional expense over simply doing a direct mail campaign on the raw list of prospects. Over time, however, you will not only gain a significant increase in the impact of and response to your messages by sending to a pre-qualified, permission-based list but you will also save money on your marketing costs. This savings is illustrated in the following scenario:

Suppose the following: Your targeted list contains 2,000 companies. You want to send a special promotion to this list bi-monthly.



One option is to direct mail to the list. The other option is to do the direct marketing program.

For direct mail, each mailing costs approximately \$1,300 (\$.65 times 2,000) for an annual cost of \$7,800.

Pre-qualifying the list would generate approximately 1,000 actual prospects. The other 1,000 would be dropped because they have no interest in your offerings or they cannot be pre-qualified. To generate this list, the cost is approximately \$3,600 (2,000 * \$1.75 for telemarketing and \$.10 * 1,000 for sending the initial material).

The five remaining bi-monthly promotions would cost no more than \$100 each. The annual direct marketing cost would then be \$4,100 or a savings of \$3,700 over the direct mail option.

**HOW DO I GET
SALES FROM THE
MARKETING
PROGRAM?**

For many types of business, it is useful to poll each business to see whether there is an immediate need for your products or services. This poll takes place when the pre-qualification of the list is being conducted. Each potential prospect is asked those questions that determine whether they are currently, or will soon be, looking for what you provide. As a rule of thumb, 2% to 5% of the potential prospects fall into this category. These leads are passed directly to your sales staff and provide a high likelihood of a sale.

Periodically, on a schedule determined by your marketing plan or business needs, a direct marketing campaign is initiated. A promotion that has a "call to action" is sent to the marketing list. Responses are passed to your sales team. The expected rate of response varies by your message, the economy, and other factors but should be significantly higher than the rate of response to a direct mail campaign to an unqualified list.

**WHAT IF I NEED
STRATEGIC AND
CREATIVE
MARKETING
ASSISTANCE?**

If you need assistance putting together your marketing strategies, creating effective marketing messages and creative pieces, and need help managing the full lifecycle of your marketing plan, please call us at 714-210-0150.