

How to Maximize the Use and ROI of Your In-House Postal and Email Lists

Want to cut expenses from your marketing budget? As well as maintain, or even increase program registrations?

Be sure to maximize the use of your in-house lists before you pay to rent a single name.

#1: Your in-house postal and email lists cost you nothing to rent. And they are your best lists by far, better than almost any lists you can rent. Chances are you don't email your own list frequently enough. Increase the frequency. Try 1 to 2 times per week. Monitor for opt-outs, open rates and clickthrough trends, and feedback to determine any threshold for overload.

#2: Identify the frequently attending/sending companies for your programs. Mine that list of companies (50? 100?) for a key contact or approving manager. Make a special email and postal effort to be in continuous contact with them, rather than every person who ever attended from those companies. Some organizations even prefer this method. Make a phone call to say "thanks for doing business with us." Ask them how they would like to be updated on your programs. Your ROI will be well worth it.

#3: You have more in-house postal names than email addresses. Determine the postal names for which you do not have email addresses. Be sure to do a postal mailing to them, if not to your entire postal list.

#4: Keep in mind that only 20-30% of your emails are even opened. The 70-80% who don't open your email may be uninterested in your subject line, away on business or vacation, up against a crunch schedule. So vary the subject line, even if the content is the same. And continue to test for frequency overload.

#5: Make no assumptions about your past list acquisition decisions, unless you know they were right on target with no way for improvement. Revisit list decisions -- postal and email -- for every marketing campaign. With the 80/20 rule in mind, look for the highest producing geographic areas, most dominant titles and functions, representation of small and large companies, and other clues. Use this valuable data to make new list decisions. Geographic analysis alone can reduce list and mail quantities and costs by 20-30% or more.

#6: Always consider using a more targeted segment of your in-house postal list a second time, about 2-3 weeks later, rather than renting a list -- especially if you are marketing repeat, historically popular programs. A second mailing in such cases almost always pays off. Why? Because just like your email "don't open" rates mentioned above, a high percentage never saw your first mailing.

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#7: If you still need to rent a list, ignore the 5,000 name minimum order barrier that most list owners have. If you can only budget for 2,000 or 3,000 names, don't rent a single name more. Use InfoLists "no minimum order" lists to dramatically reduce your rental costs. There are other cost reductions, and many are covered in the report on *How to Cut Mailing List Rental Costs, but Not Program Enrollments*.

#8: Work with a list broker who can give you real cost saving ideas and solutions, and who knows your program marketing challenges. InfoLists works exclusively with college and university executive and professional development centers.

Contact us now.

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