

## How to Cut Your Mailing List Rental Costs But Not Your Program Enrollments

College and university budgets are always tight, but this recession redefines the meaning. Finding new solutions to cutting costs is not optional. Yet, you want to maintain, if not boost, registrations. Do it, and you may have a better year than last.

Here are a few strategies you can use right now.

**#1: Make no assumptions about your past list rental 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. Arm yourself with good data prior to renting any mailing list. Eliminate the possibility of missing your mark or casting too broad of a net.

**#2: Work with a list broker, not a list owner or manager.** The distinction is critical when it comes to getting the best lists for the quantities you want at the lowest cost. List brokers (InfoLists is a list broker) have no vested interest in any list. We are free to shop for you – wherever and whatever it takes to get the job done. If you are unfamiliar with How the List Industry Works, watch for that upcoming report.

**#3: Always tell your list broker what your most restrictive and preferred geographical area is**, the top priority one to which you want to mail. The recession is having a big impact on list owners, too. Even though they may “advertise” a 5,000 name minimum order, they may be willing to “break” that minimum by 10-20% if there are fewer names in your targeted area. Only expand your geographical territory as a next step if necessary, but not as the first step.

**#4: Let's say there are only 2,500 names that you really want** from your first choice list A, but the owner of A is steadfast on the 5,000 minimum. Consider the possibility of renting the same 2,500 for another mailing, assuming that list A is also a list of choice for that mailing also. In essence you are combining two orders to meet the single order minimum.

**#5: Why pay to rent names you already have on your in-house list?** There are list scenarios where you can put your list into a confidential database environment upfront, prior to getting list counts. Your names are deduplicated so that you don't rent names you already have. This strategy is a bit advanced, takes some time to implement, and would only work with certain rented lists. But it can reduce your costs from 8-12%.

**ProEd Corporation • InfoLists, Inc.**

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**#6: A sure-fire way to reduce list rental costs** is to use the InfoLists “no minimum order” lists. We have already negotiated with hundreds of the top lists for the lowest price and NO 5,000 name minimum. If you can only budget for 2,650 names, don’t rent a single name more. Get lists like Supply Chain newsletter, SHRM, McGraw-Hill, Gantthead, HBR, seminar attendees, project managers, and hundreds of others. Or combine 10 different lists of just 300 each, completely deduplicated. No minimum order. Ask for counts to see the value.

**#7: Maximize the ROI for all rented, as well as in-house, lists by mailing on time.** No list will produce optimal results if not mailed or emailed on time. Use the *2-Year Countdown Calendar* to manage your program marketing projects. Download it here.

**#8: Take advantage of the InfoLists Savings Promise:** When you order business lists from InfoLists, you will pay LESS for those lists than you will from any other source. This applies to any of the thousands of business lists on the market.

**#9: 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.

Sincerely,  
Phil Graf  
pgraf@proed.com or call 941-921-5455

P.S. We are often asked why we refer to our business as ProEd InfoLists? Actually, they are sister companies with common ownership, professional staff, and client profiles. InfoLists Inc. is the mailing list brokerage entity through which all mailing list orders are transacted. ProEd Corporation conducts the annual Conference on Management, Executive and Professional Development Programs, as well provides all non-mailing list related marketing services to clients. The difference between the two companies is primarily for accounting and industry compliance.

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