



Part of the Podcast Series

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Customer Mailing Lists

- A mailing list should reach your target market, improve the likelihood of repeat customers, and increase profits.
- Maintaining these lists can be customized to your current target marketing.
- Assuming that the business owner chooses quality software, the client list can grow to be extremely useful.
- *Begin collecting names and information from customers as soon as possible* (for existing businesses it is never too late to develop a mailing list).

Jay Levenson (“Guerilla Marketing”) methods of collecting information:

- Phone conversations: use these important occurrences to gather information about your customer.
- Mail flyers to obtain address.
- Get address when customers leave repair items behind.
- Install a suggestion box for customer comments.
- Guest Register/Sign In book.
- Business Cards Fishbowl for drawings that lead to prizes, or just to develop your mailing list. Leave blank business cards for those who don't have business cards.
- Discounts or gifts on birthdays or holidays can be great opportunities for your customers to return.

Tips:

- ✓ Update continuously to eliminate outdated information!
- ✓ After the list has been constructed it can be standardized by the Postal Service for free.
- ✓ Find mailing list software that is compatible with your database program.
- ✓ A more current and standardized list will result in considerable savings on your mail outs.
- ✓ Direct mail to existing customers is one of the best ways small businesses can spend their hard earned marketing dollars.
- ✓ It costs five times as much to find new customers as to retain existing customers; it makes better business sense to market to those who have already done business with you.

Summary: Once you have a database you have a wealth of information about your customers. Customers like reminders about products and new offers that may not be offered to the general public. Small businesses need to be in the relationship building business. Direct mail is a win-win for the business and customer alike.

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