

10 Things We Love About Lists

When a DRTV campaign “hits,” the savvy DRTV marketer knows that, while front-end success is ideal, much of the *real* fun — and real profit — begins when the customer list is placed into his or her hot little hand. Here is a glimpse at 10 things you can do with *your* list to turn your “hit” into a bona fide cash cow.

Keep in mind: Your list can consist of everyone who called in response to your DRTV commercial and is not limited to just those who ordered!

- 1. Inquiry Conversion.** Call back those people who called to inquire about your product, and sell it to them! Construct a special offer that they can't refuse. Inquiry conversion campaigns are an excellent way to immediately improve your media efficiency, because you've already paid to capture their attention. Now, you just need to capture their order.
- 2. Outbound to One-Time Buyers.** Call back your customers who ordered your product as a one-time order and *sell them more*. They have already proven their interest and their willingness to buy the product that you're selling. You might be surprised how many of them will be interested and willing to buy more of the same!
- 3. Call Those Continuity Dropouts.** If you're a committed DRTV marketer, you have figured out the importance of a continuity program to your overall strategy. And when continuity customers drop out of the program, you don't have to sit by and accept their resignation — call them and offer a special incentive to rejoin the program.
- 4. Cross Market.** Call your list and offer products and services that compliment the product that they originally bought; if a customer bought an anti-wrinkle serum, they're apt to purchase other products that improve their looks (i.e. other beauty products, diet products, etc). If you don't have a readily available product line from which to draw complimentary offers, partner with someone who does.
- 5. Keep in Touch.** Contact your list four times a year (once per quarter) to stay in touch and build a relationship. Do it via a phone call or a direct mailing. Your customer will be more receptive when you call to sell to them.
- 6. Scrub and Segment.** Filter your list to make sure you're marketing to people who want to be solicited. Then segment your list according to demographics. The more specific you can get with your list, the better targeted your back-end offers can become.
- 7. Third Parties.** Find other like-minded DR marketers (outbound telemarketers and third-party clubs, etc.) who will appreciate the specificity of your segmented list and pay handsomely for it, and rent or sell your list to them.
- 8. Direct Mail.** Rent or sell your list to direct mailers.
- 9. Expand Your Horizons.** As your list ages, rent or sell it to non-DRTV marketers who need a large lead database. Your list won't garner as high a price, but at this point, it's literally free money.
- 10. Analyze.** Use the results generated from your list to plan and strategize for future campaigns; your front end *and* your back end will benefit from each list management venture.

For years, Adam MacDonald has given direct response marketers an edge by combining in-depth knowledge and “big picture” DR experience to provide uniquely creative and practical input in developing successful DR campaigns. We are now excited to announce our transition from TEST Marketing Group to Take 2 Direct, specializing in bringing your vision to screen with unparalleled creative production, taking your product to market and managing all the details in between. As 2004 unfolds, Take 2 Direct will continue to bring “From the Lab” to *Response* readers with as much expertise and curiosity as ever. For the latest trends in creative direct response marketing, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at ext. 202, or Betsy Sanz at ext. 212.

