



HOW TO BUILD A TELEMARKETING TARGET LIST

A MAVEN TM GUIDE



INTRODUCTION

The success of any outbound marketing activity, whether it is a direct mail campaign, an email campaign, an event invitation or a sales lead generation telemarketing campaign, depends greatly on the quality of the target list. The quality of the list can be looked at from 2 aspects; the relevance of the targets on the list and the data quality of the list.

The first step in building a target list is to create a profile of the type of company you want to target. To be successful, you should have a clear idea of what are your campaign objectives. Are you implementing a Go-To-Market strategy or are you looking to expand your customer base in existing markets? What type of companies have you successfully targeted in the past? Are you hoping to get information on new sectors, industries, geographies?

Once you have a clear idea of what you hope to achieve from your telemarketing campaign you can begin to build a list of target companies.

1) DEFINE YOUR CRITERIA

By building a list of companies and organisations based on specific criteria which you can easily segment, you get a better understanding of your target market. You can identify the marketing messages which perform best in different segments and tailor your marketing campaigns accordingly.


- ▶ Geography
- ▶ Industry Sector/ Industry Sub-Sector
- ▶ Business Classification
- ▶ Business Description
- ▶ Number of Employees
- ▶ Revenue
- ▶ Multiple Locations/Sites
- ▶ Ownership

This is particularly useful step for helping to define the relevance of your target list. Also if you plan to purchase a list from a list broker, this is the type of information you will require. See List Acquisition below.

Once you are satisfied that you have identified criteria that will allow you to target your potential customers you can look at how to put the list together.

2) BUILD YOUR CONTACT LIST

Now that you have your list of companies/organisations, your thoughts will turn to the most relevant contact for your specific product/service. You should be targeting someone within the organisation that has the decision making authority to sign off on your proposal. You might also want to think about key influencers in the organisation. Typically, these will be people in a particular role who have a pain point that your product/service can address.



When building your list of contacts ensure that you are gathering, where possible, the following contact information:

1. Company Name
2. Company Address
3. Company Telephone Number
4. Company Website
5. Contact Name
6. Job Title
7. Telephone Number
8. Email address
9. Social Media Contact Information

3) LIST ACQUISITION

There are numerous companies that can provide marketing lists based on criteria listed above. Some offer an online service where you can define the criteria that allows you to pull lists of companies. Other, more specialist list providers can provide more specific lists depending on your criteria.

Ensure you use a reputable company to acquire your telemarketing list and always do some quality checking to ensure that it is a good fit for your target.

NOTE:

With the recent increase in privacy legislation, please be aware that it is increasingly difficult to get contact information – particularly email addresses. This is more stringently applied in some countries more than others, with mainland Europe being a particular challenge.

The first level safeguard is when acquiring marketing lists from an external supplier, please ensure these are contacts that have opted-in to receiving marketing information.

Your telemarketing agency should also be able to provide you with a good quality list as part of an overall campaign.

Beware:

As it is becoming more difficult, and expensive, to obtain lists that are accurate and legitimate, a number of unscrupulous companies have appeared promising fantastic results. Treat this with caution and only use companies that have been recommended to you.

4) DATA QUALITY

The quality of your data will have a major bearing on the results of your campaign. It's important to keep your internal data "clean" and up-to-date. Confidence in your data quality can drive other marketing initiatives like email /direct mail campaigns, customer surveys, event invitations.

- ▶ Define useful fields for gathering relevant data
- ▶ Ensure consistency of information
- ▶ Plan a data refresh campaign every 6 months or so



5) THE ROLE OF TELEMARKETING

The best way to clean and update your target list is by making calls into the target list. This should be an on-going practice as contacts change roles, companies change strategies and decision making powers shift between different roles.

It also provides valuable nurturing of existing contacts and you could call just when they are thinking of purchasing.

Unfortunately, sales people are usually too busy closing deals to spend time nurturing, updating and cleaning data so this falls to marketing or insides sales.

HOW MAVEN TM CAN HELP

Telemarketing is in our DNA. Our professional telemarketing agents are experts in conducting projects to help ensure your lead generation engine is running continuously. These could include:

- ▶ Professional lead nurturing
- ▶ Data validation campaigns to help you maintain your data quality
- ▶ Customer Surveys to identify market challenges
- ▶ Testing out new messaging
- ▶ and whatever else you need to grow your business