

Using a List to Build a Direct Marketing Network

Direct marketing can be an extremely powerful tool. It can serve an array of different marketing purposes and can provide a powerful call to action. Building a direct marketing network can offer many advantages. It gives businesses the opportunity to identify and reach out to potential consumers while maintaining a strong relationship with currently existing customers. A direct marketing network is an essential building block in the infrastructure of direct selling. It can be an effective tool that can be used by businesses of all sizes.

A direct marketing network should target specific demographics of existing or potential consumers. In order to build this network, businesses need to identify their core consumer groups. The circle of influence cast by the shadow of direct marketing networks should be large enough to cover existing and potential consumers without being exceedingly expensive. A direct marketing network should not include demographics that stray too far from that of the potential consumer.

Direct marketing relies on targeting the correct consumer. The adage "less is more" applies here. Direct marketing networks are designed to target a smaller group of consumers who are more likely to purchase your product or service. Direct selling can be used to grow a market and create demand but it should not be used as such as it is not as cost effective as other marketing tools in this area.

Once you have identified your consumer, you could consult a consumer list before crafting your message. Consumer lists usually contain the residential address and telephone numbers of consumers. Using these lists allows you to calculate the amount of consumers you may want to reach out to. Understanding consumer behavior is a valuable tool that can give you an edge in your industry. By marrying this understanding with the substantial resources of consumer lists, you produce a direct selling network with great potential.

For some businesses, it can be difficult to ascertain the type of consumers that they should target. This process becomes increasingly difficult when the direct selling budget is low and the potential range of consumers is high. To avert this problem, you may want to consider getting the consumer list first.

Businesses that have minimal information on the consumer landscape would best be served by a simple consumer list. A consumer list can provide strong indications on how big a campaign you may have to plan for maximum effectiveness. This information is especially pertinent for small and medium sized enterprises that have smaller direct selling budgets. The potential size of the market is an important consideration in formulating a direct selling campaign. It is important to pace your efforts accordingly.

Ignorance of your consumer base can be catastrophic. This ignorance can create a myriad of problems for your direct selling campaign. You could possibly target the wrong type of consumer or the duration of your direct selling campaign might be insufficient. If you target too wide a demographic, you lose financial stamina before you are able to fulfill your campaign objectives. Targeting too small a demographic may result in a higher cost-per thousand (CPM) rating.

An exemplary direct selling network is able to find a 'Goldilocks-like' range of consumers; a sample size that is not too big or too small. The next time you plan your direct selling campaign, take a cue from these networks and conduct the appropriate research first.

About the Author

Chris Burns is an authority on mailing list services providing valuable advice at <http://www.MailingListsUSA.com> where you can learn more about [Business Mailing Lists](#). [Click Here](#) to learn more about the services that he provides.

Source: www.isnare.com

Source: <http://articles.exospy.com>