



Maximize Your Media[®] Reaching the Right People

Database Tips

- Qualify Your Leads—develop a program to collect full contact information. This information can help you identify target geographies, target industries or titles for structuring your marketing efforts.
- For those prospects that only give a name, drive them to your website with a special offer that requires full contact information to receive (discount for next purchase or “free” White Paper).
- Try to identify the “time to buy.” This will help structure seasonality for your media program.

Only qualified leads should fill your sales funnel.

A name is not a lead. Know the Difference.

Too often a marketing program will fail to reach the desired customer - the one that makes the phone ring and creates the sale! Some careful research will help identify those prospects that ultimately will contribute the most to your bottom line. Secondary research on target market purchasing habits can help identify those media channels that your target market is utilizing to gather their own information on your company's goods or services. Remember that your customer is not you! Don't make assumptions about your audience based on your personal likes and dislikes. One way to insure this is to create a Best Customer Profile.

Creating a Customer Profile

Get to the “Well, actually . . .”

Create a feedback method either phone, in-person or through your website (a blog perhaps) where you can talk to your customer. Find out why they are purchasing your goods or services—maybe send out a short survey (no more than 10 questions or they won't bother.) Try to pull them into a realistic discussion of their needs and wants. Push past the “we love your product ” to the comment behind the comment. The “Well, actually . . .” comment will give you more insight into your customer than the initial flattery.

Why Profile

The more you know about your best customers, the better chance you have of reaching others like them. Additional, secondary target market research can be found in many industry trade journals.

Start a database

Create and maintain a database of those customers to use for future promotions. For B2B accounts, full contact information is always best - name, (company, address, email), title/function, position in purchasing chain, available budget, timing for purchase decisions (*have budget, plan to buy next 3 months, etc.*) For consumer, name, phone, address & email are preferred at minimum. Age, gender and lifestyle are also helpful.

Find Your RTZ

If you are a retailer, current address information will help you identify the “retail trading zone” or geographic zone where you want to concentrate your message.

For more on managing your leads, see our Media Brief “Maximize Your Media - Follow that Lead!”

Contact Capstone Media for assistance with Target Market Research

Ph 440.717.1100 or email specialist@capstonemedia.com

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