



BeYohnd Mail

Making Mail Manageable!

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Targeting Mail Lists for Success

Mailing lists are names and addresses of people with something in common, whether it's demographics, geography, lifestyle, occupation, or perhaps they purchased from you in the past.

1. The wrong list can equal disaster - don't mail gym memberships to nursing homes!
2. Do you want your business to grow?
 - a. Mail to your current customer list
 - b. Mail outside your current customer list - people die, move or may decide not to purchase from you!
3. Know your target market - it may be more than you think!
 - a. Look at your current client base - What do they have in common?
 - b. Where/How do you find more people like your current client list?
 - c. If you're introducing a new product or service, look outside, as well as in, for prospective clients
 - d. Work with a professional to hone in on your target market
4. Just because you think you know who your target market is, never underestimate the value of brainstorming with your mentors, friends or a professional mail list provider.