

## List Management Tips

Managing your customer list is one of the most important tasks a business owner can undertake. Examining your lists can reveal what types of customers buy from you... Just the same, list management can be time consuming and tedious work. So what are the essentials that one should consider?

### Keep your lists clean

From time to time, have your customer list run against the National Change of Address (NCOA) database. This will update addresses for businesses and consumers that have moved and allow you to stay connected with them. Keeping in contact with existing customers is one of the most important things a business can do. It's much easier to sell to someone who has bought from you before than it is to find a new customer. Use a reputable data provider to perform this service.

### Track marketing and purchases

Keep track of what offers you have sent to the businesses or consumers on your list. Additionally, you will want to note which products or services they have purchased from your company. This can be as simple as adding a few columns in a spreadsheet. However you do it, you will want this valuable information to help craft your future use of the list.

### Analyze your customer list

To truly get the most out of any list, you will want to analyze your file. File analysis will reveal common characteristics among your customers. Compare these to your marketing efforts to find out what techniques are doing the best. For example, you may discover that 75% of your sales are made to independent sub-contractors, even though most of your marketing is focused on large construction firms.

### Segment your list.

After you have analyzed your list, break your list into smaller more targeted lists. (Keep a master file of the list as well.) For example, if you have a list of businesses that have purchased from you in the past, segment them by the number of employees they have. Different size businesses have different needs and should be contacted with different offers. For smaller businesses, you may want to offer a low-cost, less-developed product, large businesses may be most interested in an enterprise solution.

## **Enhance your list with quality demographics**

To increase the value of your list and your potential to segment your list, run your list against that of a quality data compiler. They should be able to add information such as household income and home value to consumer information and sales volume and employee size to business information. Other valuable information such as email addresses, are available as well.