



What is a List Broker and Why Use One?

If you are reading this white paper, then you know the impact direct marketing can have in the successful growth of your business. And if you are serious about growing your business, then you are looking to develop a direct marketing strategy to do so. Marketing directly to a defined group of consumers or businesses is extremely effective. The key is to find the right list(s) of consumers or businesses to market to. There is nothing more important in marketing than understanding your target audience and coming up with a plan for how to get your message in front of them.

The List Broker can play a key part in assisting you to envision, develop and execute a sound direct marketing strategy to build your business. The list broker will take your target market definition and then do the research to create a report that identifies appropriate postal or email or telemarketing lists that match your target audience. Lists are an important investment and they should be rented or purchased only after careful consideration and comparison.

A List Broker like myself is a consultant in many ways. If you use a List Broker wisely, they can be an invaluable addition to your marketing team. With access to more than 60,000+ lists that are on the market, a List Broker will:

- Do the list research necessary for you,
- Recommending the best possible list(s) for your offer,
- Recommend postal hygiene tips to increase deliverability and save you postage cost.

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Having the right list can mean the difference between having a successful direct marketing campaign and having a disappointing one. So how can you be sure of buying the right list? There are no guarantees, and there are so many different kinds of lists out there; where do you start? If you find a bunch of lists yourself that all look the same, how can you distinguish which list is right? How do you know if the list will meet your needs or if the list manager is reputable? That's why many business owners choose to work with independent list brokers.

If you're already working directly with a list company, you may be reluctant to consider a broker. But remember that the list company's sales people *only represent their own lists, and although you may have a great relationship, their job is to keep you from purchasing lists they don't represent*. There could be alternatives that they can't or won't suggest because their company simply doesn't offer them.

On the other hand, a list broker is someone who acts as a go between for businesses and the list owner/managers. Once you contact a list broker and let them know what you need, they will search and find the best lists for your consideration.

Mailing List Brokers are compensated by the list owner, it costs you (the mailer) nothing additional to work with a List Broker. We work for you, to find the most appropriate marketing list that fits your budget and your Target Market. Our vast network of sources can help you and your company save time, money and headaches. You can trust your List Broker because they are not bound by any specific List! A good List Broker acts as the mailers' (you) advocate.

Many promotional mailings such as catalogs, coupons, promotional offers and credit offers utilize lists purchased through list brokers.

If you are interested in finding out how I can help you with your next marketing campaign, contact me at:

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