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Yeck Brothers Company

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## Are You Mailing the Right List?

Your mailing list is the single most important determining factor for direct mail marketing success. Your best performing list will nearly always be your in-house list. These are your past and existing customers, donors and members. The people you already have a relationship with. Selling to existing customers is cheaper and easier than trying to find new ones. Someone who bought from you or donated to your cause in the past may well be willing to do so again provided it was a good experience for them and you continue to show them just how important they are.

However, if you're looking to expand your customer, member or donor base and want to buy a prospect list, here are some questions you should ask . . .

- 1) How was the list compiled?  
Subscription? Survey? Directories?  
Demographics?
- 2) How often is the list updated?
- 3) Does the list have a guaranteed deliverability? (Many reputable lists will guarantee 95% accuracy.)
- 4) Can you purchase more than just names and addresses? Phone numbers?  
Email addresses?
- 5) Does it make sense for you to purchase the list for multiple usage? (If you're considering phone follow up, emails, or mailing more than

once – it is more cost effective to purchase the list for multiple usage.)

- 6) What criteria is available to select and drill down to find the best targets?

It's important to develop a good rapport with your list provider. One of the best ways to find good prospects is to profile your best customers. Your list provider should help you define what qualities are consistent with your top customers and apply those qualities to any prospect list they research and recommend.

For example, if you're looking for a consumer list, and you know that your best customers have children living at home (you can even go so far as to identify the ages of those children) – your provider will find you lists that can be selected based on households with the presence of children.

And remember, no matter how detailed the profile or difficult you think your customer is . . . there's likely a list or combination of lists that fit the profile of who you're looking for.

Yeck Brothers has over 75 years of successfully helping our clients find the right list(s). We are a recognized broker with access to tens of thousands of lists and we have experience with many of them to know their quality and those that have performed well in the past. Put our experience to work for you to help you successfully find new customers. Call us at 937-294-4000.



New postal rates went into effect on January 26, 2014. These new rates are not permanent and are being referred to as a "surcharge." The USPS will submit their recommendations on how to phase out this "surcharge" in May 2014 to the Postal Regulatory Commission. In the meantime... "surcharge" prices may be found by linking to: <http://www.yeck.com/uspspricelist2014.pdf>.

## What's the Difference between Junk Mail & Direct Mail?

Yeck Brothers has been creating successful direct mail programs for over 75 years . . . to us **JUNK** is truly a four-letter word!

*But junk mail does exist . . .*

You know it right away when you see it. Catalogs that feature products you would never buy in a million years. Local businesses that are plastering your area with their marketing materials regardless of whether or not you have a need for their product or service.

**Junk mail is not targeted** – it's sent to large lists of people or addresses.

**Junk mail is not personal** – it may come addressed to "neighbor" or "current resident."

Direct mail advertising is much different. When done properly, direct mail marketing is highly effective.

**Direct mail is personal and specific** – it speaks to the prospect by name or descriptive title – it addresses a problem that the recipient has – fulfills a need – compels the reader to act.

**Direct mail is targeted** – the recipients have been identified and chosen for a specific reason.

**Direct mail focuses on the prospect by telling them how they will benefit from doing business with the mailer** – it should not be focused on the mailer.

If you're looking to avoid creating "junk mail," call the mail experts at Yeck Brothers Company. We're always ready to help.

### One Call . . .

Looking for help with your next direct mail and/or email campaign?  
We can help you with strategy, lists, creative, implementation and analysis!

**Call us today at 937/294-4000.**