

# WAYS TO MAXIMIZE YOUR ROI



Article by TECHNO DATA GROUP

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This article will help you understand the key-factors that influence your return on investment (ROI), and how you can fine-tune them to increase it.

Mailing lists can be very useful when you allow small businesses to get more customers and keep growing into their customer base. But how can you make the most of your mailing lists? How can you ensure that you are able to get the value of your money? And how can you achieve the most ROI from the mailing marketing list?

**Find out in this post!**



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## BUYING THE MAIL LISTS: Important Principles

There are around three keys that you must remember when it comes to purchasing data or mail lists. This may help you get a proper return when it comes to investment. It has to be of high quality, should be targeted and must also be provided with the help of a supplier who is reputable.

Quality is also very important. Cheap data is not worth your time. Also its inaccurate and a huge waste of money. I am sure you don't want something that is out-dated and one that cannot be trusted with methods that are unworthy and false.

In case a price looks like it is too good to be true, then you can simply avoid these suppliers who will ask you several questions of records for fees that is very small. However cheap data that usually comes in a single lump and is not refined or cleaned has to be thrown away. Any genuine person would do that.

Why will you ever need a specialist supplier who is asking about your business or your customers and some of its objectives? So all the signs here can be built and also deliver to a target audience that is large and also has the biggest potential for giving positive ROI.





## BEING ABLE TO USE MAIL LISTS SUCCESSFULLY

Marketing lists can be used in several ways- typically as a part of a marketing campaign that is outbound. This could also be a mail that posts mail assets that are direct or even telemarketing. It could also be a combination of any of these three.

What is more important is that you should be able to use the data in a very sensible manner. You must also be able to segment that along the lines of information so that you can have a good chance of reaching out to your audience.

Also you must remember that people who are in your mail list are unlikely to have dealt with you earlier so you have to build your trust from the outset. Also you have to introduce yourself clearly and demonstrate by using those services and products that is good for you.

When you are using the right messaging, it is possible to convert some people on the data list into the customers. But what is more important is measuring the rates of success. Be able to track every interaction, from the first phone call and website analytics for ordering, ordering values and on-going customs to achieve a proper picture on how successful the marketing campaigns can be.





## MAXIMISING THE RESPONSE

Ultimately the mailing lists have all the potential that is needed for improving acquisition of the customer and its marketing performance. It is very much important. Also you must know how to buy your own data from a supplier that is reputable which will base the offering on the targeting of the data and the quality that they provide.

## ENCOURAGE THE PRESENT SUBSCRIBER TO FORWARD AND SHARE YOUR MAILS

You can do so by including the social sharing buttons and by emailing to a friend. This is not just an essential in a marketing field but will also help you have enough access when it comes to the recent networks, the colleagues, fields and those who sign up for the list. Towards the bottom of your mails, you can also include another Subscribe CTA which is basically a very simple text based link that will help in getting the mails that are forwarded and very easy to opt for.





## HAVE CONTEST DONE ONLINE

You could also have a contest done online. This could be like a free give away or maybe you could give your entrants the golden opportunity to sign up by using your mail address. You should also remember to promote the contest using social.

## HAVE SEVERAL EMAIL SUBSCRIPTION TYPES

You should also create several email subscription types which you may use to send even more targeted content towards a few segments that will help your marketing personas. Mail recipients will help you click through these mails, that have always been targeted at and so if you can create subscription types which is targeted, it will help you increase the chance of those visitors will subscribe to at least one of them.





## REINVIGORATE A MAIL LIST AGAIN USING OPT-IN CAMPAIGN

Do you have a list that is older and is almost decayed? You can create an opt in message and send that to a list of old list encouraging contacts who would like to re opt in and promise at the same time to remove contacts who never respond. Although it could seem slightly counterintuitive to get rid of all those people from your mail lists in order to keep growing them, mailing those engaged contacts could also improve your deliverability and boost the odds of the mail getting shared with those that are outside the current contacts database.

## USE SOCIAL MEDIA

Social media at time can also be used to maximize your ROI. You can use Pinterest, Facebook and Twitter in several ways for this purpose. Pinterest has been used several times to promote a few offers which will need a mail sign up. HubSpot has also in fact created a Pinterest board quite recently which has a well-designed cover which is used for marketing eBooks'. From this board, we have been able to have new leads and ideas that will help you grow the mail list.



# ABOUT US

**Techno Data Group** is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

## CONTACT INFORMATION

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