

Email List Proposal

By John McCabe

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John McCabe
john@ukmarketingmanagement.com

UK Marketing Management Ltd <http://www.ukmarketingmanagement.com>

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List owner: Who has collated the file? br

List name: What is the file known as? ?br

Description: Description of the recipients on the file including lifestyle demographics, age, gender etc for consumer lists, and job function, company type etc for business.br

No. of Records: Total number available that meets your chosen criteria to establish the scope for roll out. br

How was the file collated: Are they collected from website registrations, tele-research, surveys etc.? The Broker should give details here br

Who has used the file previously? Case studies if available.

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Click through rates and open rates achieved previously: May not always be available or appropriate br

Recency: How old are the names and what the guarantee of connectivity is br

Costs: Full breakdown of the CPM (cost per thousand) inclusive of any broadcast, selection and tracking charges, should be detailed here br

Terms of payment: Usually prepayment – but details should be given here br

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