

Email List broker brief

By John McCabe

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John McCabe
john@ukmarketingmanagement.com

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

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The Client: The clients name and reputation may be important to your negotiations.

Product/Service: To whom is the product/service most likely to appeal? As much detail here as possible – typical profiles, insight into your existing customer base etc.

Objectives: Provide as much detail as you can about the required volume/percentage of responses, also the “quality” of likely respondents.

Creative: Share with your broker exactly how the email will look and what it will offer. Include details of intended personalisation, incentives etc

Market: Anything you know about the profile of the ideal customer in terms of demographics, lifestyle and, in business mailing, position (eg Finance Director) within the organisation, how big should the target organisations be etc

Allowable costs: Detail budget allowed in recruiting leads. The list broker will be able to advice on the feasibility of the campaign. You should budget for between £250 and £350 per 1000 records.

Expected Quantities: Let the broker know how many you would ideally like to target given budgetary and logistical constraints.

Tests: If you intend to test any lists, make it clear. You will need to know the minimum quantities and the rate for test samples (usually 5,000 for consumer files and 3,000 for B2B)

Previous history: If you have previous email results you are able to share with your list broker – these will be extremely useful.

Timing: Any specific dates which must be met, and time required to complete the html creation and broadcast etc.

Uk Marketing Management Ltd
Tel: 0121 7458290
Fax: 0121 7331939

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