

Published based on [5 Top Tips for Marketing with Wholesale Data.](#)

# **5 Top Tips for Marketing with Wholesale Data.**

Getting good Targeted Data Lists is like "Printing Money," make no mistake.

You may ask yourself, does it matter where I get it? And more importantly, what do I do with it? The goal is to reach your target audience and get the most direct response "Juice" to close as many sales as you can.

This can be done in one of two ways; Direct Mail and Telemarketing. Each has its hot points, the subject of an entirely different article, but most likely, a company would call those people who ARE NOT on the DNC (Do Not Call) list, and use a wholesale direct mail source for those who are on the DNC list.

Targeted direct mail campaigns always generate a better quality lead as the client is the one initiating a inbound phone response, but mail is most likely more expensive.

Either way you decide to go, most likely based on how your list was generated, keeping control of your wholesale list is essential.

For both styles of marketing you need a high quality inexpensive data list. Your list filtering is vitally important for performance. Businesses need companies who care enough about the results to have in-depth conversation about the data, data targeting and how to best monetize that list. There are many top companies out there like [The Leads Warehouse](#), [Info USA](#), and of course the company I work for.

The nice part about finding a good lead/list supplier is defined by pennies, but equals huge profits, working with the right list manager will allow you to get lists for under a few pennies a name but have highly targeted results. This make you more money, makes your agents happier to work for you, and increases your sales count. All nice things you can have with just the flip of a marketing switch; with the right provider.

Here are the Top 5 Tips when you are buying data or using lists for marketing:

- 1) Does the representative sound educated? This may sound like a no-brainer, but when you start making calls you will see that most salespeople cant establish the difference between credit bureau and credit modeled data.
- 2) What are their lists geared for - quality mail lists or quality telemarketing lists? Not all lists are developed the same.
- 3) What is their heaviest concentration of clients? If you are looking for a mortgage/refinance list, do they currently have clients in this sector? Often a provider will be good in travel lists or loan modification lists, but not both.
- 4) Do they have Stats and Numbers for your review? A good provider will have ballpark response ranges. (Hint: If they say it all depends on the client - then you are on the wrong track)
- 5) Are they giving you a free list as a test? You get what you pay for, any solid list will be inexpensive, but not free. If you get a free list offer then they're using your time and effort to test a black market list.

To finish this up, using the wrong list provider can be a trying experience, using the right one can give you targeted prospects who want what you have. Make sure you pick the right person for your data needs!

Why Listen To This Writer?: Robert Brack manages [Wholesale Discount Lists](#) for Inc. 500 Companies. Be sure to speak with him before settling for second best about your [Targeted Data List](#).

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