

MAILING LISTS STILL WORK.
10 WAYS TO GET
THE MOST FROM YOUR LIST.



TODAY'S AGENDA

Introductions

10 ways, in 3 main groups:

List types

Profiling

Appends

Wrap up

Before we begin. . .

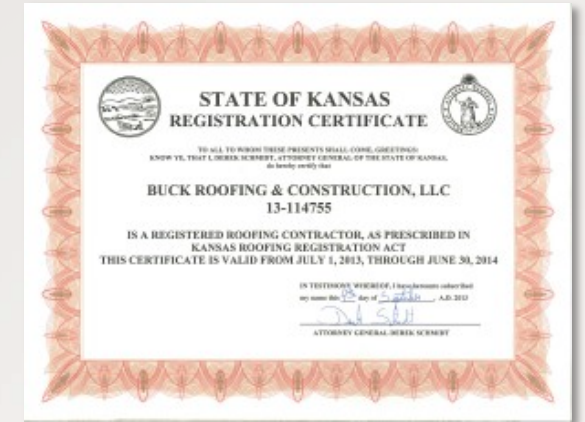
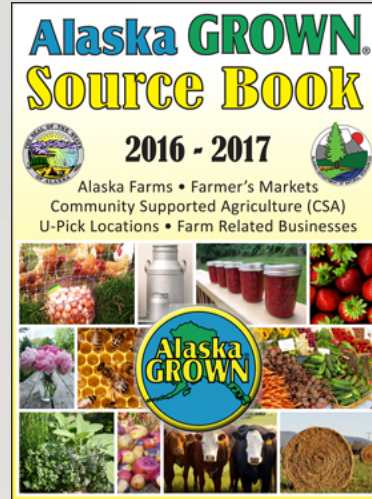
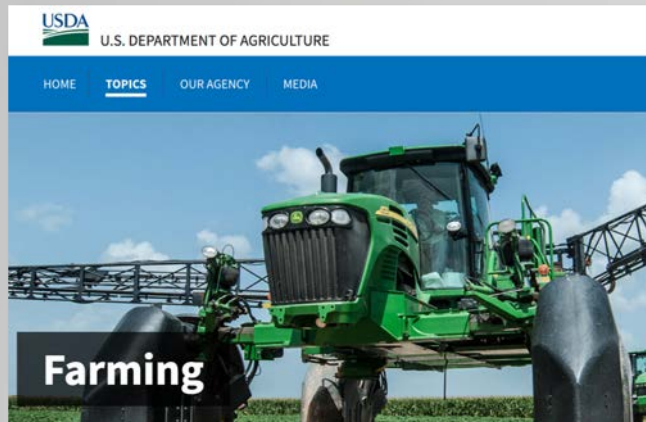
THE WAY

10 WAYS

Compile it
Raise your hand
The big show
Freshness matters
Wait, you too?

The robots
Lookalikes
The inside list
Hold me back
What you make it

WAY 1 – COMPILE IT



WAY 2 – RAISE YOUR HAND



WAY 3 – THE BIG SHOW



WAY 4 – FRESHNESS MATTERS

5 30, closing steady.

TRANSFERS RECORDED.

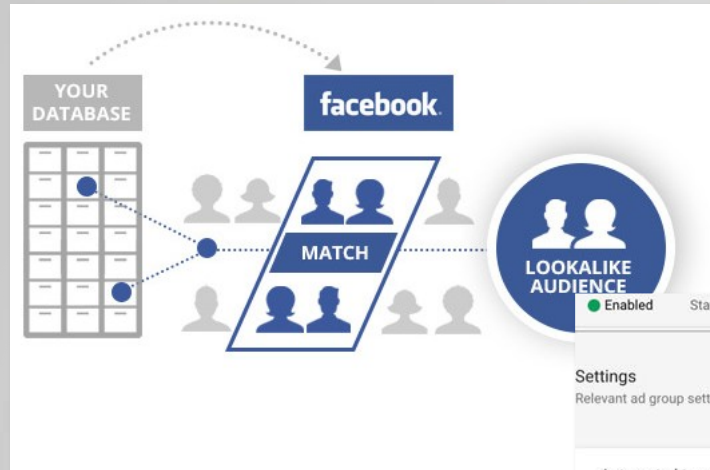
S. R. Kingsley, register of deeds, reports the following list of real estate transfers recorded in his office March 13, 1902:

Ellen E. Shattuck to Fred Pfeifer, land in sec. 21, twp. of Plymouth (February 24, 1902)	\$ 595
Felix Van Coillie to Camille Van Coillie, lot 6, Visger's sub. R. Beau- bien farm (March 10, 1902).....	1,500

WAY 5 – WAIT, YOU TOO?



WAY 6 – THE ROBOTS



Enabled Status: Eligible Type: Display Target CPA: \$9.05

Settings
Relevant ad group settings that affect your performance estimates

Automated targeting Automatically expand your targeting to find new customers

☐ No automated targeting
Use only the targeting you've set yourself

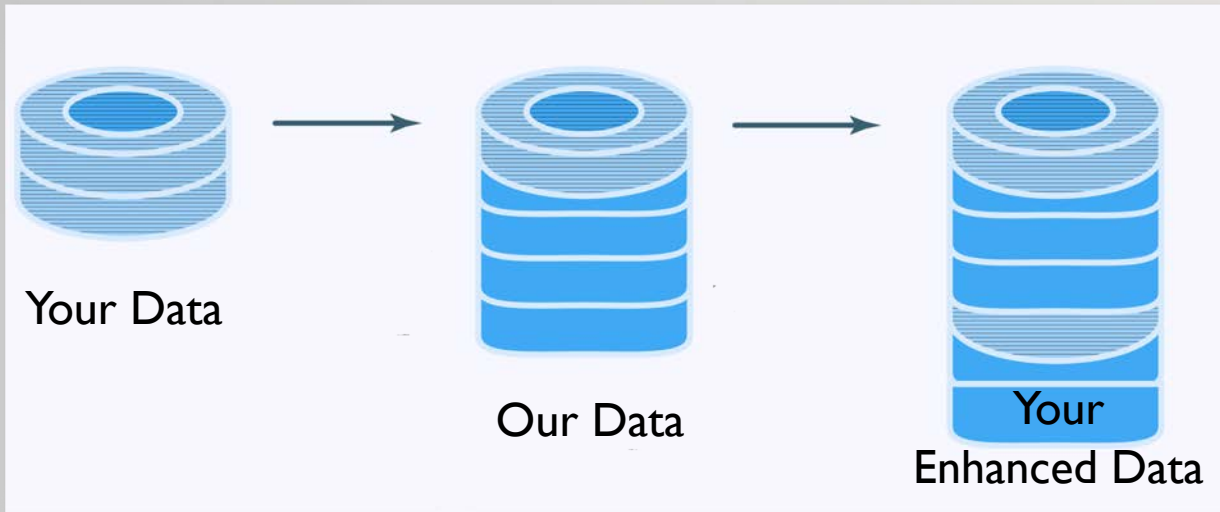
☒ Conservative automation
Aim to get more customers like the ones you've targeted at your current cost per conversion. [Learn more](#)

☐ Aggressive automation
Aim to get as many customers as possible around your current cost per conversion. [Learn more](#)

Introducing a new way to reach audiences that matter most to your business on LinkedIn with **Matched Audiences**

Website Retargeting	Email Contact Targeting	Account Targeting
Engage your website visitors on LinkedIn	Bring your marketing automation segments email lists into Campaign Manager	Combine the power of demographic targeting on LinkedIn with your target account list to engage the right people
Use one tag for website retargeting and conversion tracking	Engage contacts you already know	

WAY 7 - LOOKALIKES

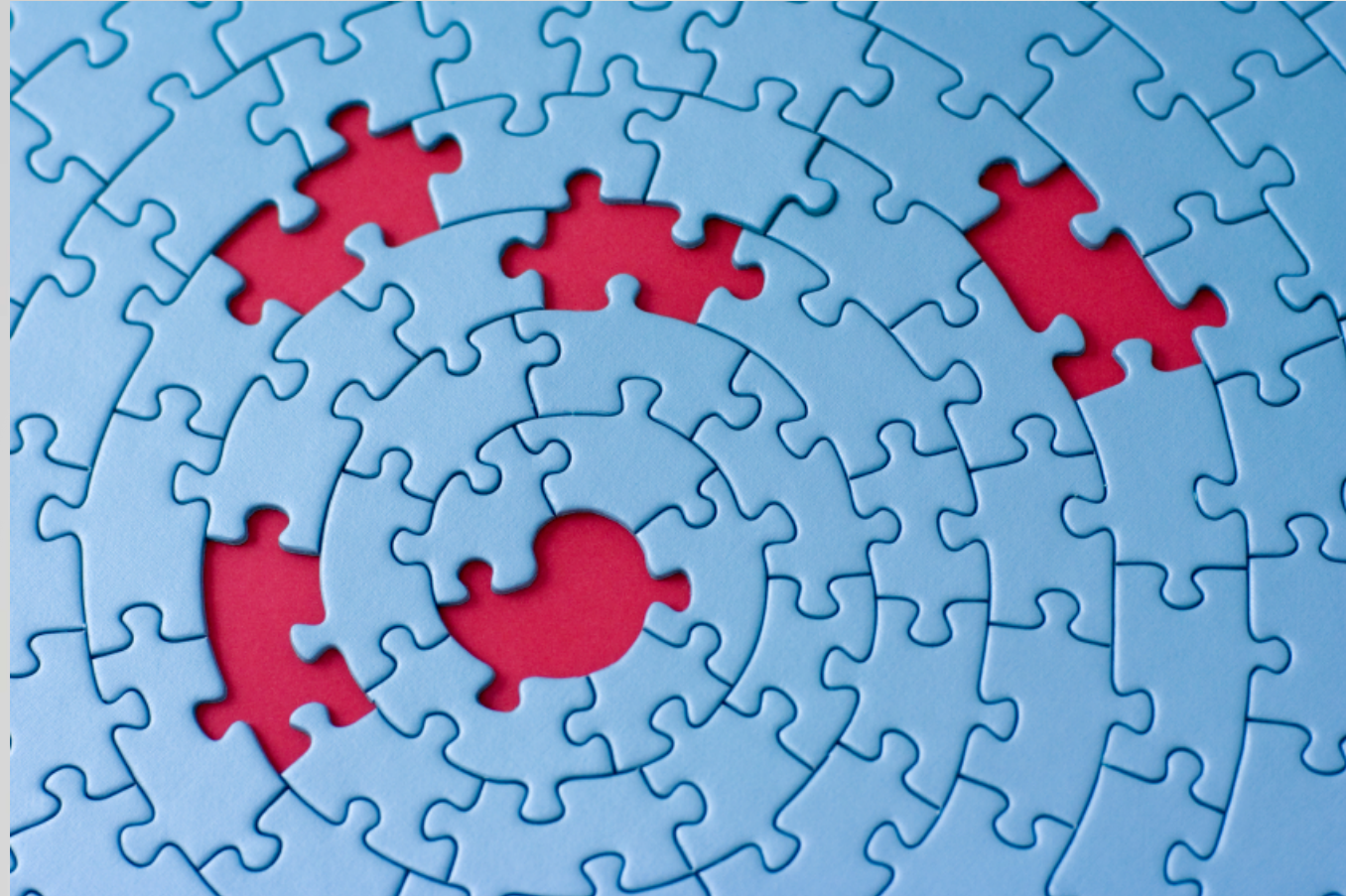


FACEBOOK
LINKEDIN
GOOGLE

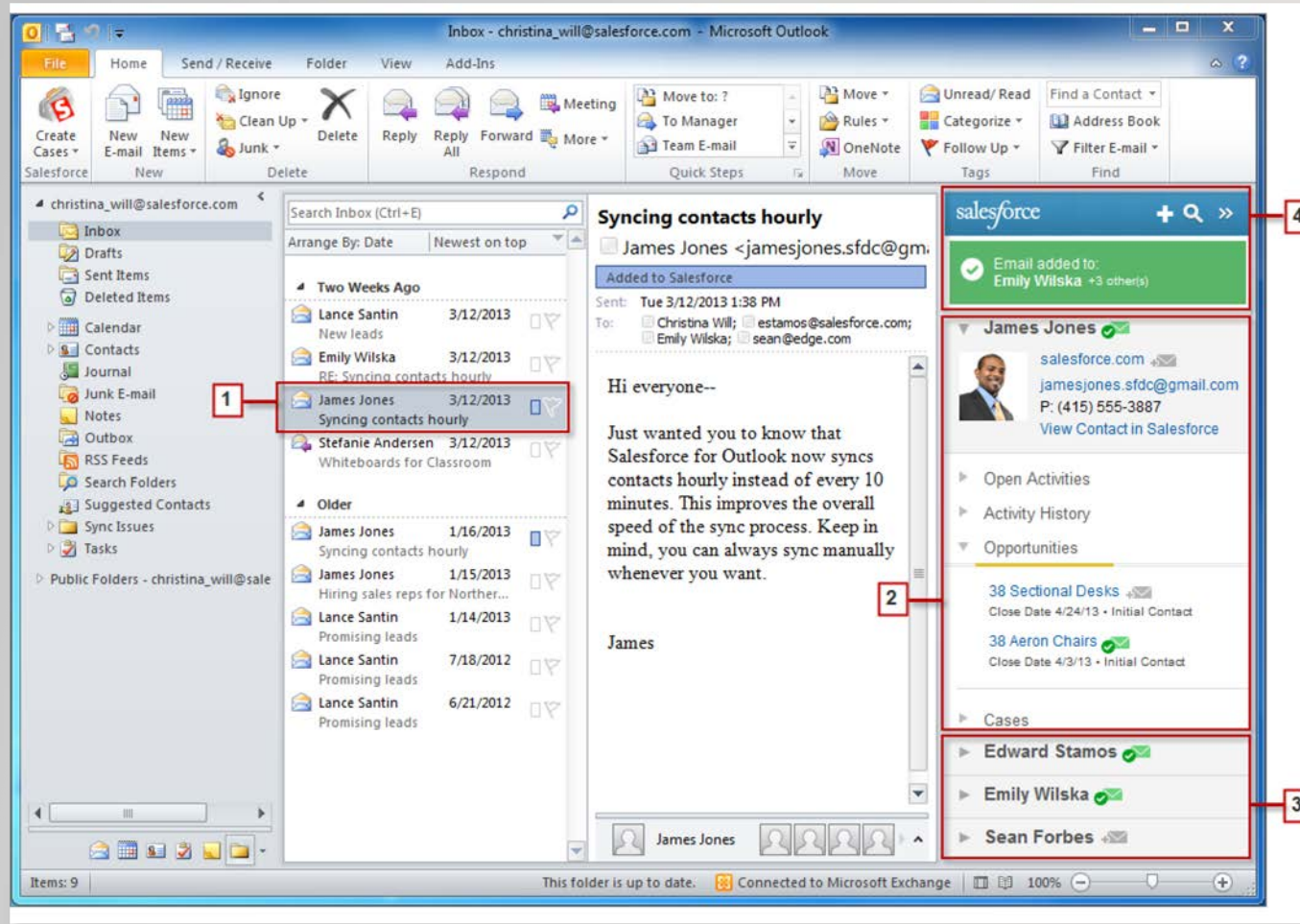
WAY 8 – THE INSIDE LIST



WAY 9 – HOLD ME BACK



WAY 10 – WHAT YOU MAKE IT



Inside info is always best.

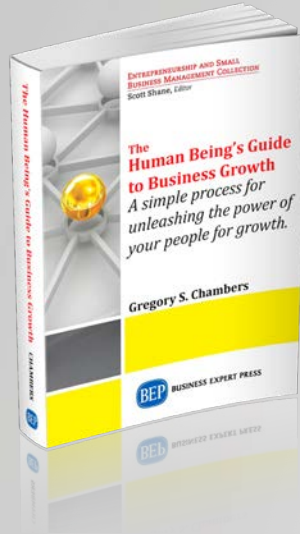
SUMMARY

10

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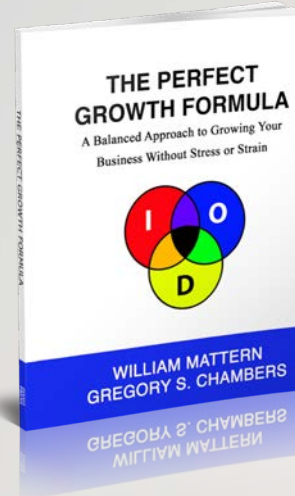
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PARTING GIFTS



The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain



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