



# What's in a Name?

## Part Two: Prospect Names

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Targeting the right prospects can make the difference between a profitable marketing campaign and a disastrous outcome.

**A**s we mentioned in the June Corporate Corner, all customer names are important—although not necessarily equal. What about prospect names? Are there major differences among them? Yes! Targeting the right prospects can make the difference between a profitable marketing campaign and a disastrous outcome.

One of the primary objectives of marketers is to determine (or improve) the profitability of prospecting. It costs significantly more to acquire a new customer than to keep an existing one, and marketers have a limited budget.

A number of database marketing techniques can be used to target more profitable prospects and eliminate those who are less responsive. In the education market, we can look at where prospects are and who they are.

### The “Where”

Start by using your customer file and some simple database techniques to rank prospects from most to least responsive.

- **Customer Institutions:** Prospects in customer school districts are often the most responsive names in any email or direct mail campaign.
- **Prospect Institutions in Buying Districts:** These are schools that haven't purchased but reside in a school district where other schools have purchased your product.
- **Prospect Institutions in Non-Buying Districts:** These are schools that haven't purchased and reside in districts where no other school has purchased. Prospects in this segment have lower potential, and finding responsive names in this segment can be challenging. Using less costly

marketing in this segment, such as email, can help your ROI.

### The “Who”

Even within these three segments, some names will be more responsive than others. You can identify those names by some of their key demographics and behaviors.

- **New Administrators:** These prospects are often more responsive as a group than others. This segment can also be broken into “new to the profession” and “new to the institution.”
- **Direct Response Names or Buyers:** These are names of educators who've responded to email or direct mail offers but whose names don't appear in your customer database. They've purchased from other education marketers or even competitors.
- **Qualified Inquiries:** These are educators who've expressed an interest in your product but have not purchased yet. Recency and the source of the inquiry are key attributes that will determine if one name is any more likely to respond than another. If an inquiry has been added more than 18 months ago, are they still more valuable than other names?

Regardless of segment, demographic, or purchasing history, your source for mail data must be sure the prospect names are active at the school and have the correct title.

It's also important that demographics are available to help you target to the prospects that fit your target audience. Continual vigilance is critical to maintaining a prospect database.

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