

Tips and Tricks for Identifying and Reaching your Target Markets

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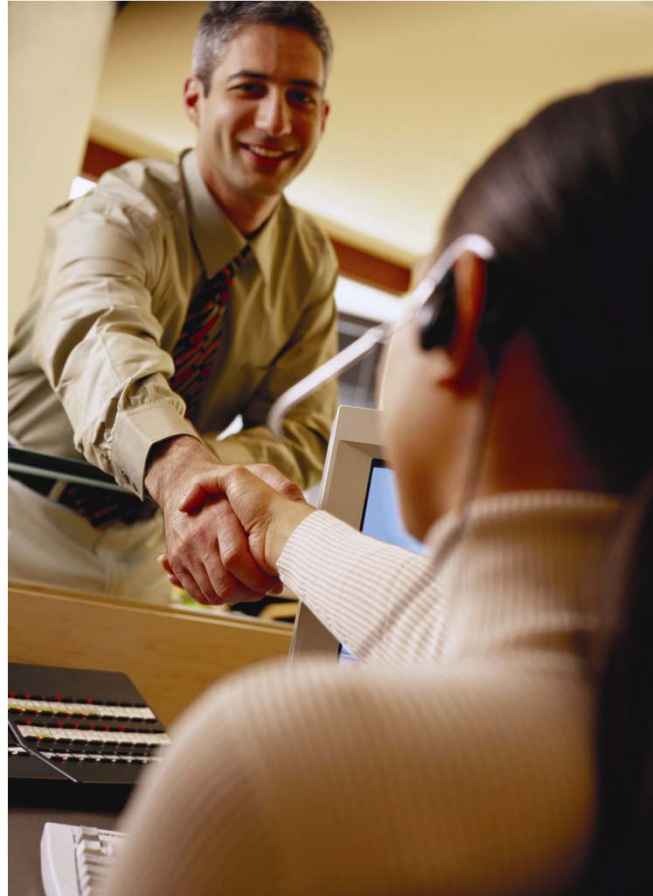
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Sources of New Target Customers

- Core Markets
- New Markets
- New Products in Core Markets
- New Products in New Markets
- Data Sourcing/Gathering
 - Product Opportunity
 - Market Sizing
- Execution of the plan

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Trade Alliances



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Community Alliances

- Chamber Meetings
- Rotary Meetings
- Building Commissions
- Planning Commissions
- Networking Groups
BNI
- Affinity Groups



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Real Estate Brokers



Offer material incentives to these agents.

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Utility and City Records

- Homes Passed Data
- In bill advertising



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USPS Movers List



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1 2 3 4 5 6



Data Enrichment & Verification



Data Matching & Cleansing





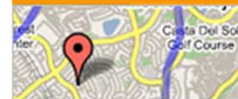


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*As defined by Gartner

<p>Data Quality Tools</p>  <p>Enhance your website, software or database with easy-to-integrate data quality APIs and web services.</p>	<p>Software</p>  <p>Save money on postage using leading mail preparation software and other direct marketing products.</p>	<p>Data Enhancement</p>  <p>Update & standardize addresses and find out more about contacts in your database.</p>	<p>Mailing Lists</p>  <p>Find new customers perfect for your business with our online and specialty mailing lists.</p>	<p>Free Lookups</p>  <p>Locate the business information you need such as ZIP Codes, address verification, maps.</p>
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<p>News & Events</p> <p>Melissa Data announces address integration for Demandware</p>	<p>Feature Special</p> <p>New Data Quality Tools brochure available for download.</p>	<p>Success Stories</p> <p>HealthLink Dimensions HealthLink knew it was critical to</p>	<p>Resources</p> <ul style="list-style-type: none">→ Free ZIP Code & Address Info→ Free trials & demos→ Get our newsletters
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New Market Data

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Package Details View Sample (Information for each record may vary.) <ul style="list-style-type: none">NameAddressCityStateZIP+4CountyMetro areaHousing informationCarrier RouteDelivery point bar code.	Package Details View Sample (Information for each record may vary.) <ul style="list-style-type: none">NameAddressCityStateZIP+4Time zoneCountyMetro areaAgeAdult genderIncomeCarrier RouteDelivery point bar codePurchasing power indicatorHead of household indicatorHousing informationMail order historyDonor typeCat/dog ownerGrandparent in householdVeteran presentHousehold with internet userFemale/male occupation

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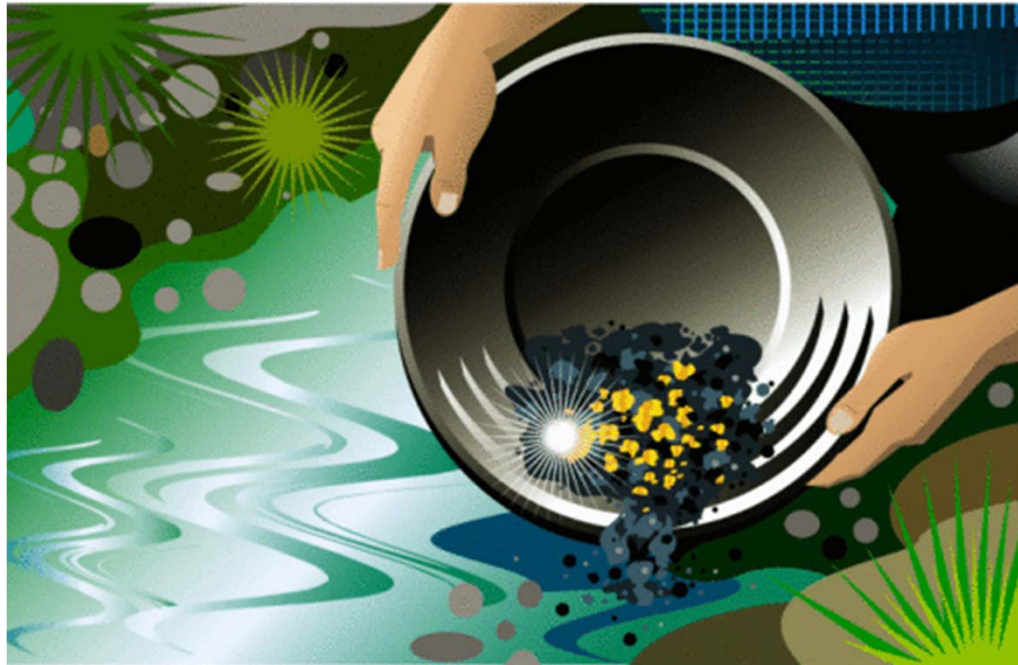
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Data Mining - Segmentation



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Thank you.



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