

PTL 2.0 Select Prospects and Match to Campaigns

Objective

Find the right way to market to a small and focused group of new potential customers.

Narrow the target market down to a manageable number of people with the best possible attributes. Matching the prospect to a campaign means create a strategy to reach this group with materials that will catch their interest in our products and services.

Procedure

1. Gather target market details
2. Prioritize characteristics of this segment of the market
3. Narrow market list to the best prospects
4. Devise the best possible strategy to market to this group

When you have a broad market you may want to cut it down to size. You may also find it too broad. Find another criteria to trim your target market to the point where you have a clear description of a manageable number of leads.

Then consider what the people in that group of leads are likely to want from our product. What a builder wants will be different from the needs of a end user, or an architect. An end user in the northeast will probably want different products than one in the southwest. A high-end residential builder will want something different from a commercial builder. Use a campaign that will show them we will satisfy their needs, and deliver what they want.

PTL Outline

PTL 1: Select Target Market

PTL 2: Select Prospects & Match to Campaign

PTL 3: Convert Lead to Contact

