



Database Drip Marketing

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Who are you competing with? The answer is everyone! Your customers and prospects are exposed to hundreds of messages every day, and you need to break through the clutter with a consistent and compelling message. And there are many ways you can go about that—such as a large saturation mailing, which works well to generate brand awareness; or neighborhood marketing, which allows you to market to the neighbors of a current customer. But not all marketing situations are created equal.

Database drip marketing is a highly successful tool to incorporate into your business if you're looking for ways to maximize your marketing dollars, see a return on your marketing investment and increase your selling opportunities. This strategy is a highly targeted, turn-key approach where your primary goal is to put your name and message in front of a handful of customers or prospects on a consistent basis each week—via either a mailed marketing piece or an e-mail—with the full intention of making a follow-up phone call. The goal of the phone call is often to schedule an appointment, make a phone sale, or capture interest for a special event or sale.

The best way to get started is to divide your database contacts into prospects and customers, and then organize them into categories (each category can be noted in separate fields or columns in a spreadsheet). Those categories typically are based on revenue or the type of product your customers purchase. It's best to use a customer-relationship management tool, but at minimum, put all of your contacts into a spreadsheet. This business tool manages your interactions with your customers and prospects.

Here are some great ways to use drip marketing:

Harvest new sales from your existing customers—Do you have products that are complimentary (meaning if a customer buys product A, they typically will buy product B within a year)? Grow your revenue faster by taking advantage

of this knowledge and market product B to them 30–60 days after they purchase product A.

Improve your commercial business—Business-to-business sales are a great application for drip marketing. If you want to increase your commercial sales, it's very easy to buy a targeted list of businesses, send a predetermined number of mailers to key decision-makers each week and then follow up with a phone call to schedule an appointment. Plus, the do-not-call list does not apply to businesses. So, when you buy a business-to-business mailing list, be sure you request the phone numbers as well.

Improve the number of spring and fall tune-ups—By having those key customers with service agreements segmented in your database, you can easily download a list and mail (or e-mail) their service reminder in minutes.

Don't forget about co-op dollars—Only have a few manufacturers that offer co-op dollars? Create a field in your database for manufacturers. You will be able to download a list of all of those customers that can be targeted using only a fraction of your own money.

You've invested time and resources building your business. If you're not taking the time to cultivate your current customers and market to new prospects, you most likely are missing revenue opportunities.

Like the idea of incorporating drip marketing into your business but don't have the time or a dedicated employee to help you with this? Consider hiring a direct-marketing firm to capitalize on these opportunities. ☺

Amy Foris is the President of Radius Connection, which helps HVACR professionals create effective, turn-key direct-marketing campaigns—and offers RSES Members discounts. For more information, visit www.radiusconnection.com, e-mail aforis@radiusconnection.com or call 888-829-2249.