



IT'S ALL IN THE LIST

The InfoUSA Business File that Modern Postcard provides you access to is one of the most complete and comprehensive Business Prospecting Lists available on the market today. The database is loaded with firmographic data, which allows you to penetrate just about any market you're after.

Question: Are you targeting all the businesses in your market area or just certain types?

If your product/service applies to a wide variety of business types, it might make sense to target all the businesses in your area. However, keep in mind that when you select all businesses, the following business types or Standard Industrial Classification (SIC) Codes would be included:

- Churches
- Schools
- Police and Fire Protection
- Local, State and Federal Offices
- Post Offices
- Fast Food Restaurants

And that's just to name a few. So, if your product or service applies to a range of business types, it might be more efficient to start thinking about the types that you DON'T want to market to. Once we identify these culprits, Modern Postcard's List Services Team can run list counts for you absolutely free, omitting the SIC codes that don't apply. It's the easy way to get your next direct mail campaign off on the right foot.

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800.959.8365
or send an email to:
listservices@modernpostcard.com

On the flipside, should your product/service apply to only certain types of businesses, we can focus on those businesses only through the SIC Code selection. For example, if your offering appeals to architects and designers, the following SIC codes will deliver the right targets:

- *Code 8712: Architectural Services*
- *Code 738906: Interior Design Services*
- *Code 7336: Commercial Art & Graphic Design*

Now, with over SIC Codes covering over 1,000 industries, finding the right target markets can be a challenge. However, you have options – and having options is good! Through the list building tool available on our website, you can use our handy keyword search feature to help find the right codes.

Question: Does your product or service best apply to businesses of a certain size?

Business size is another great way to narrow your selections for better targeting. The InfoUSA file offers two ways to target businesses by size:

1. Employee Size Range
2. Sales Volume Range



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Question: How does InfoUSA know how large these businesses are?

Data on business size is compiled mostly through a telephone interview process that InfoUSA conducts on an annual basis. This exhaustive process entails over 40 million phone calls each year to businesses on their list. During the call, InfoUSA asks a variety of questions such as their business size.

Keep in mind that when InfoUSA makes these calls, they often speak with a receptionist or an office manager of some sort. That being said, which of the following two questions do you think this type of employee is more qualified to answer:

- A) What are your annual sales?
- B) How many people work at your company?

The answer in many cases is B – how many people he or she works with or Employee Size Range.

When you're looking to target businesses by size, we strongly encourage you to consider the Employee Size Range over Sales Volume as it tends to be the more reliable and accurate of the two.

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Question: Looking for a Business List that is more specific?

Modern Postcard can provide you with virtually any commercially available list on the market today, from any source – all for the same if not lower cost than if you went direct. Through our Specialty List Brokerage services, we provide a one-stop resource to launch your next direct mail campaign. Here are some examples of other types of list that Modern Postcard can provide you access to:

- Magazine Subscriber Lists
- Catalog / Mail Order / Internet Buyer Files
- Tradeshow Exhibitor or Attendee Files
- Association Membership Rosters
- State Licensing Data

Every day, our highly-trained professional staff comes to work ready to help grow your business through direct mail marketing. We offer list research at no cost and without obligation – you have nothing to lose and everything to gain, including incredible results from your next campaign.

The next step

We have presented some ideas here to help you compile a better, more targeted list for your direct marketing efforts. If you ever get stuck or need advice – give us a call and have us run this research for you at no cost or obligation

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