

LIST BUILDING-A STRATEGY TO GET PERMISSION (With special reference to List Building Model)

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Abstract

Interruption/Disruption marketing facilitates the marketer to send the messages to people as many as possible. In this strategy, the marketer interrupts in activities of the consumer by sending advertising and promotional messages. It helps the marketer in finding the customers who are interested in company or/and its product(s). On other side, the consumer may not like someone unknown or non-permitted to interrupt with their own preferences. A big clutter of promotional messages from multiple marketers could also lead to ignorance. At highest, this could make the overall objective of marketing dumped and even it is against the **social responsibility** of companies. So, there is a requirement to contemplate a good strategy to reach out the customer suitability. As a part of Corporate Social Responsibility, the concept of **Permission marketing** overcomes this problem. Seth Godin is the person who founded the first company in the world to put promotional campaigns through internet, turned the same into the online permission marketing pioneer. Permission Marketing and Seth Godin have become synonyms of each other. So, Permission marketing is a good alternative that overcomes the challenges of Interruption marketing by obtaining the “Permission” of customer. By getting permission, the marketer begins a dialog with prospect which is later use to educate, entertain, and inform to solve their problems and add value. In other words, Permission marketing allows the marketer to present valuable content to a concerned audience. **The process of obtaining permission and adding their contact detail to a database in a list of people** is known as “List Building”. List Building involves making list of new subscribers. Subscriber gives their personal data in exchange of special offers, or gifts etc. This can be done in two ways i.e. offline (manual or automated data collection tactics) and online (websites). Traditionally offline methods are used to contact with customer like “Direct Contact” or “Point of Sale”. Now Mobile technology and social media like Facebook, Hike etc. have now added even more opportunities to gain the prospect/consumer permission. This paper discusses the list building strategy to obtain the permission from customer as a practice of Social Responsibility, why it is important to get permission from customer. The paper provides the Model for the marketer to know the methods to get permission or building list.

1. Introduction

Interruption/Disruption marketing facilitates the marketer to send the messages to people as many as possible. In this strategy, the marketer interrupts in activities of the consumer by sending advertising and promotional messages. It helps the marketer in finding the customers who are interested in company or/and its product(s). On other side, the consumer may not like someone unknown or non-permitted to interrupt with their own preferences. A big clutter of promotional messages from multiple marketers could also lead to ignorance. At highest, this could make the overall objective of marketing dumped and even it is against the **social responsibility** of companies. So, there is a requirement to contemplate a good strategy to reach out the customer suitability. As a part of Corporate Social Responsibility, the concept of **Permission marketing** overcomes this problem. Seth Godin is the person who founded the first company in the world to put promotional campaigns through internet, turned the same into the online permission marketing pioneer. Permission Marketing and Seth Godin have become synonyms of each other. So, Permission marketing is a good alternative that overcomes the challenges of Interruption marketing by obtaining the “Permission” of customer. By getting permission, the marketer begins a dialog with prospect which is later use to educate, entertain, and inform to solve their problems and add value. In other words, Permission marketing allows the marketer to present valuable content to a concerned audience. **The process of obtaining permission and adding their contact detail to a database in a list of people** is known as “List Building”. List Building involves making list of new subscribers. Subscriber gives their personal data in exchange of special offers, or gifts etc. This can be done in two ways i.e. offline (manual or automated data collection tactics) and online (websites). Traditionally offline methods are used to contact with customer like “Direct Contact” or “Point of Sale”. Now Mobile technology and social media like Facebook, Hike etc. have now added even more opportunities to gain the prospect/consumer permission. This paper discusses the list building strategy to obtain the permission from customer as a practice of Social Responsibility, why it is important to get permission from customer. The paper provides the Model for the marketer to know the methods to get permission or building list.

2. What is List Building?

A PROSPECT LIST IS A POOL OF QUALIFIED BUSINESS LEADS

List building is the process of obtaining permission and adding their contact detail to a database in a list of people. In other words it is process of making list of new subscribers. Subscriber gives their personal data in exchange of special offers, or gifts etc. this can be done in two ways i.e. offline (manual or automated data collection tactics) and online (websites).

Social Media can send a ton of traffic. Smart business owners turn that traffic into an email list. To build long run healthy relationship require a way to stay in touch with company’s prospects and customers. Every single person in the world has an email address or contact number, so building an email list is one of the cheapest, most cost-effective solutions for doing that.

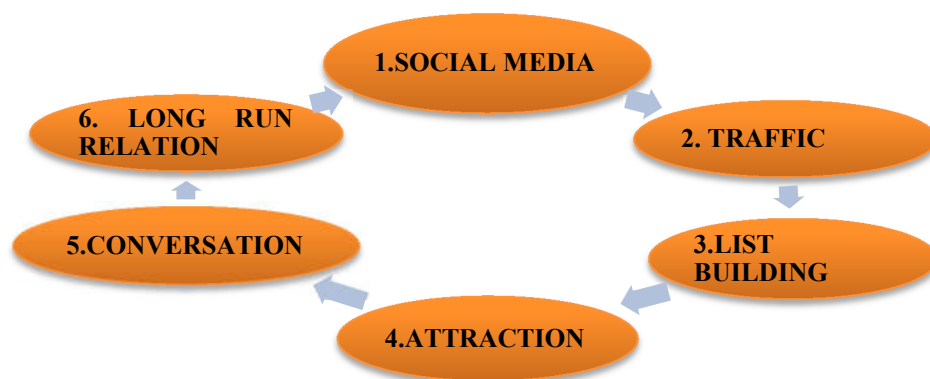


Figure 1. Process of List Building

3. Why it's Important to get Permission or Building List?

Getting a person's permission means having email address and cell phone number of that person. Email messages and text messages are much less expensive (and effective) than "reminder advertising" to get people to buy or come in again, which allow you:

1. To re-contact them directly and inexpensively through email, text messages and calls.
2. To send them email newsletters, alerts about sales and invitations to events.
3. To send them direct mail postcards, letters, brochures, catalogs.

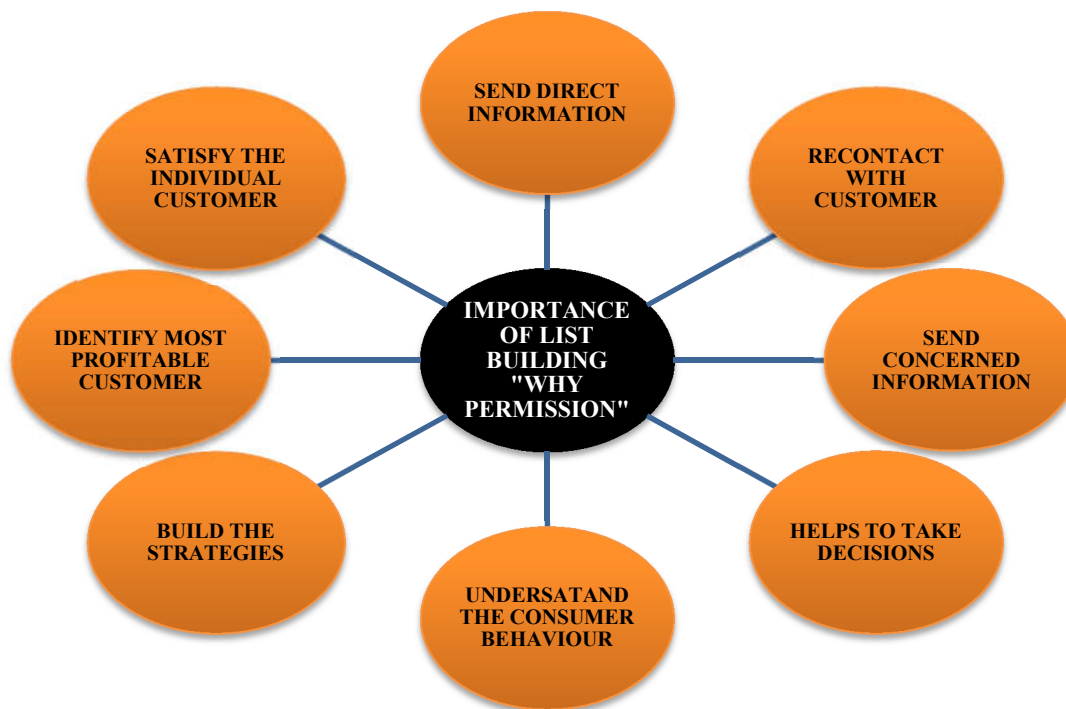


Figure 2. Importance of List Building

4. Helps to understand the Customer purchase data to know what someone has purchased, you can cross-sell other products/services.
5. Helps to understand and mold the Consumer Behaviour.
6. Understanding of Consumer Behaviour helps marketer to building strategies.
7. Understanding of “what” and “when” consumer last purchased anticipate “when” they might be ready to purchase again and proactively send them information at the right time to make it easy for them to place their order or come in again.
8. To identify other members and their needs of family.
9. To understanding the role of customer in family.
10. To isolate prospects and nurture those new business leads.
11. To identify most profitable customers.
12. It helps to know who to deliver VIP service to and also figure out what characteristics your customers/clients have in common to find and buy lists of people like them.

4. What are the List Building Strategies?

There are numbers strategies to be developed by the marketer in order to build the List of prospect. Some are discuss as follows:

A. Generating traffic on business website

Social media plays a very impressive role to attract audience like Facebook or blog post etc. Getting traffic means generating traffic on business website. It is possible by optimizing site for search engines. This is called SEO. SEO means **Search engine optimization (SEO)**. It is the process of affecting the visibility of a website or a web page in a search engine's "natural" or unpaid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines. Grow up email list, the bigger it is, more traffic will get to site from email subscribers.

B. Place sign-up forms everywhere: Putting sign up form in at least the following places:

- ✓ **On your homepage:** it should below a short introduction explaining what business is about and how it helps customers.
- ✓ **At the top of your sidebar.** Collecting emails must be top priority of company to build a list, and sidebar should reflect this. Place sign up form above everything – even ahead of ads.
- ✓ **Beneath blog posts.** If someone has read to the end of a post, they clearly appreciate what you have to say. Give them an opportunity to get more of your content direct to their inbox.
- ✓ **On you're about page.** If you check your site analytics, you'll know you're about page is one of your most popular pages. Make sure any visitors know what to do next (sign up to your email list, of course).
- ✓ **In a pop-up box.** For some businesses, this will work a treat. For others, it will kill your conversion rate and drive people away from your site because it's annoying. It's worth testing to see what happens.

- C. **Write awesome emails:** Same as house construction need to add brick after brick, list building needs subscriber after subscriber. For the list to grow, it is must to keep your current subscribers. To keep your current subscribers, write great/interesting emails. Make sure every email you write provides some value.
- D. **Give stuff away:** When someone gives their email address to company, it means they're handing over something of high value – access to their inbox. They trust you with one of their most treasured

possessions, their privacy. There should be great emails in return. But to get the deal moving, sometimes it takes a little sweetener. That's why so many marketers give away a free e-book or report in exchange for you signing up to their email list. It's the convincer that gets you to sign on the dotted line.

- E. **Host a Webinar:** A webinar is the seminar conducted on the internet. Giving stuff away is great, and we'd never discourage it. But it's become one of those tricks that everyone's doing. And magic is no longer magic if everyone knows the secret. There is another way, which only a few people are using. It's time consuming, but it can be worth your while if you've got time to burn and need to grow a list fast. The secret is to host a webinar. Webinars are limited in terms of the amount of people that can turn up. They're also one off events. Because they're limited in this way, they're even more attractive to your customers.
- F. **Ask your subscribers to share your emails:** Emails should include sharing buttons. Be sure to include options to allow your subscribers to forward your email to family and friends, and to share your email on social networks such as Facebook and Twitter. Some marketers provide incentives to share their email like a club factory.
- G. **Sign up your real life contacts:** It is not possible to sit at your computer all day to grow your email list. When you're at conferences, trade shows or networking events, take an email sign up form with you. If you're speaking, or you've got a stand, you can ask people to sign up to your list. If you're just meeting people one-on-one, just ask when they give you their business card, "Would you like to be added to my email list?"
- H. **Connect with influencers:** Ask other businesses in a similar niche who already have a list to promote your list to *their* subscribers. Offer something in this return of providing you the list of your subscriber, which may include a free product or one of your services at no cost.

5. How to Prospect new Customer?

A. Get a Decent List of Prospects

Ideally, you want to be prospecting for customers who are already likely to buy. To do that, draw your list of prospects from the following sources in this order

- ✓ *Referrals.* People whom your existing customers have contacted and suggested that they get in touch with you.
- ✓ *Networks.* People whom you've connected with personally at industry events or online via social networking.
- ✓ *Website Visitors.* People who've shown an interest in your offerings by accessing your website and leaving contact data.
- ✓ *Purchased Lists.* People who have the job title that typically buy you're offering inside industries into which you typically sell.

B. Create A Qualifying Script

Based upon your experience, define a conversational way to ask, during an initial conversation, whether or not the suspect has a budget, authority to spend the budget, and a need for your offering. In most cases, qualifying scripts are built around open-ended questions that you ask during the conversation.

C. Set Reasonable Prospecting Goals

Set a target for how many prospects you will need in your pipeline order to generate the number of sales that you need. For example, if you must generate five sales a week and on average close one out of fifty prospects, you will need to make 250 calls a week. Based upon how many of your prospecting calls "go through," estimate the amount of time it will take to make those calls, including the time that will be required to have a meaningful conversation once you've gotten into one.

D. Get into a Positive Mental State.

Find a place where you won't be interrupted or distracted. Take a few minutes to focus yourself and your thoughts:

- ✓ *Be positive.* Believe you will succeed. If you fail try again.
- ✓ *Be optimistic.* Look for the best in people and expect good things to happen.
- ✓ *Visualize success.* Imagine ALL the emotions you'll feel when you achieve your goal.

E. Make the Calls.

Listen as much as you talk. The most common prospecting mistake is failing to notice when prospect wants to buy right now. If you find following stuff like "We've been looking to buy something like this.", "I was thinking of contacting your firm about this", "Oh, yeah, we definitely need to talk", skip the script and jump right to the close.

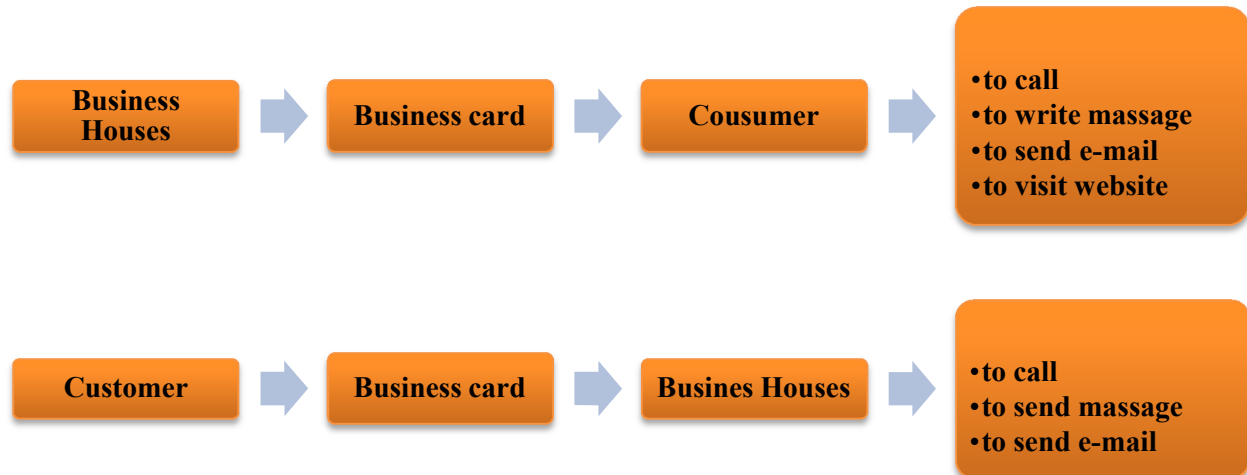
F. Methods to Get Permission

Primarily there are two ways to get permission to contact someone: online or offline. Web Forms and Squeeze Pages are the examples of online permission or the point of sale or through some other form or Direct Contact are the examples of offline media for permission. It also include use of advertisements, telesales and other marketing methods to seek permission instead of, or as well as, making a sale. Mobile technology and social media have now added even more opportunities to gain this permission. Obtaining permission and adding people's contact details to a database is known as "List Building".

a. Offline List Building

Traditional face to face selling and low-technology marketing can be very effective in building a list of people you can sell to. It leads to gained permission that will form a stronger bond with customers and make them more responsive to the marketing messages. Following are the methods:

- i. **Point of Sale:** The point of sale is an excellent opportunity to "capture" the details of those who are already buying or just making enquiries and get their permission to contact them again. This is the best way to easily gathered contact detail at time of sale, and offering more information by email or post when they just make an enquiry.
- ii. **Exhibitions and Displays:** Exhibitions and Displays is the place of promoting more than selling. This means the focus will be mostly on collecting people's contact details or giving them something to take away that will encourage them to contact. Information or detail can also be collected when they enter.
- iii. **Using Advertisements:** Sometime people respond to ads to get more information like people can call a special toll free number (even a recorded message), write to a specific address, or visit a website etc which is a lot easier than trying to sell them something right away. To guide (send) required or demanded information, their contact details are needed to call back, post an information pack or send them an email.
- iv. **Business Cards and Printed Literature:** There are two ways to use business cards, leaflets and flyers one is to tell people to call, write, and email or visit a website (including a reason to do so) and another is to collect other people's cards, etc, and contact them first.



All business literature aimed at potential customers, clients or partners should include a clear and enticing call to action. It leads to build the list of prospect or customer when they contact. They will usually need an incentive to do this, though they might just anyway an interest in hearing more about products or services offered them. When business card or some printed literature is received from someone always consider them and added in database. Face to face contact leads marketer to ask to send more information.

b. Online List Building

In order to increase the database, need is to attract and create interest of people as well as collect more and more contact detail. Online list building involve the uses the website or the Internet by marketers. There are four distinct ways to use the Internet for list building, with an almost endless number of variations and innovations. Four ways to build a list online are using:

- i. **Squeeze Pages:** Squeeze pages are dedicated pages designed to extract people's contact information. The information is extract by means of an online form, with some text or perhaps a video explaining the benefits of completing the form. Marketer usually provides an incentive of some kind like when people sign up through these forms; they are automatically added to your mailing list.
- ii. **Other Website Pages:** Forms can be added to every page on a website, either in the side bar or the main part of the page, or they can be added as floating forms, pop-ups, etc. They should include a concise call to action and an incentive on each page or pop up.
- iii. **Mobile Pages:** With as many people accessing websites from their mobile devices as with computers, mobile websites can also be very effective in collecting viewers' contact details. This might just be their mobile number to make it easier than trying to key in email addresses, etc, on a tiny screen or keypad.
- iv. **Facebook and Social Media:** Forms can be added to Facebook Business Pages, links can be added to tweets and it's likely other social media sites like Google+ will add more functions like this soon. Meanwhile, you can also send messages and updates with links to offers, etc, to your followers, fans and "Likers" through the social media sites. In other words, your lists of followers and fans are also databases you can use for permission marketing.

c. Incentives

People need a good reason to give you their contact details and in most cases this means you need to give them something in return. This is sometimes called an "ethical bribe" and its established practice to persuade people in this way.

The purpose of all these incentives is to persuade people to join mailing list of business house that is providing incentives in return. As a side-benefit it demonstrates business expertise, product quality and brand.

- i. **Reports:** Reports are welcome information, often aimed at helping people with a particular issue: saving money; making money; improving their health and so on. A report will usually focus on one aspect or method and when it's done well it can be a useful resource and might well be passed on. For this reason, it's a good idea to include a link to your squeeze page (in the footer or at least on the last page) to encourage people to sign up for the latest version of the report.
 - Courses: Courses can be a very good incentive for some types of business, especially those selling training, business opportunities or other information products. They are usually delivered by email or by post and can be delivered: All at once
 - In a few parts delivered over the course of a few days
 - Regular weekly or monthly lessons

Emails are much cheaper can easily be automated. For a free course it's usually best to offer a good amount of content quickly so people feel they will soon be able to put it to use. After this, more information can be sent at longer intervals, keeping people interested and encouraging them to stay on your mailing list.

- ii. **Additional Information:** More and detailed information about a subject, consumer are interested in, is a good incentive for many people. This can be information about company's product or service, more general information about the type of business like property investment methods or information about a place, occupation, hobby or anything else relevant to business or area of expertise. Additional information can be sent by email, in print or on a CD or DVD, or customer access to the information online through a secure web page.
- iii. **Club Memberships:** The club has to offer some benefits. These can be varied and not too specific. Giving people access to a club, especially an "exclusive" club can be a good incentive for them to sign up. A membership can be run online, using a membership website, or it can be run by post or could include telephone access. Since it will be free for members to use, choose whatever option gives maximum value at low cost.
- iv. **Discounts and Offers:** People may interest in products and services, or related products and services or discounts and special offers. Collecting people's contact details means company can sell more to these people, which covers the cost of discounts and offers. It's likely they will stay on company list for as long as company offer them good, exclusive deals and especially when company make ordering from you as simple as possible.
- v. **Exclusive Access, Training, Trials and Samples:** Another way is Exclusive Access, Training, Trials and Samples, but need to be careful how much you give away for free, a taste of what you offer can be a good way to sell more of your services. Some examples are: a free consultation; a no-strings quote; one month's free membership or some other trial or sample in exchange for being added to your mailing list as incentives.

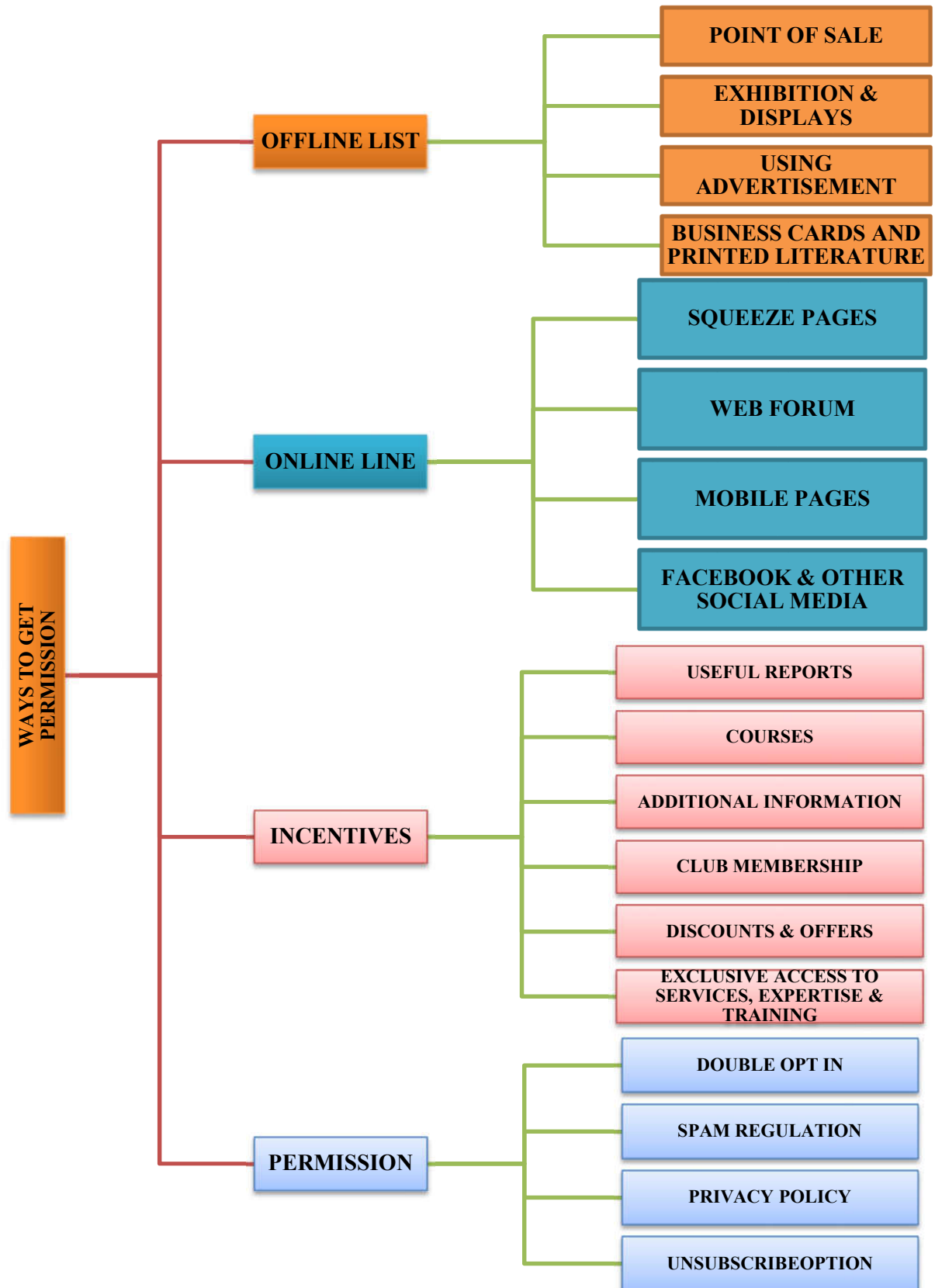


Figure 1: model or List Building

There are a few factors to consider when permission is obtained to add someone to company database or mailing list. It's important to comply with regulations and local laws, although these are mostly simple and straightforward, and it's good practice to be completely open with prospective customers about the kind of information that will be sending them. This is especially true with email marketing, where the four main things to consider are:

- i. **Double Opt-ins:** Double opt-in system does reduce the risk of complaints. Sometimes people forget they have joined your mailing list or misunderstand what this means – that is, that you will be emailing them. Ask them to click a link in first email sent by company to confirm they really want to hear from same company – opting in for a second time, in effect – and they have no reasonable cause to complain. Double opt-ins like this are recommended for most businesses building a mailing list, most of the time. Although the double opt-in isn't mandatory in the countries like UK etc. To minimize the risk of complaints from people who don't remember signing up or don't understand what they signed up to, a double opt-in is thus usually wise. Asking people to confirm will mean fewer people joining in the list but they will be people who definitely want and expect to hear from company – potential customers, in fact.
- ii. **Spam:** Spam is unwanted and unsolicited email. Spamming people means you will send them messages after extracting or “scraping” their contact details from another source especially if you do this repeatedly. Emails are easier to smuggle through but you don't want to be labeled a spammer, since you could find yourself banned by your ISP (Internet Service Provider).
- iii. **Privacy Policy:** Privacy policy defines and explains as how the contract data will be use and should be available for anyone to see. Usually, companies will have a page on your website that explains it. Simply need to explain clearly what you will use the data for and whether you will sell or rent details to a third party.
- iv. **Unsubscribe Option:** Every message send to subscribers should contain an “unsubscribe” option. This option is a clear message telling people they can unsubscribe in a simple way by clicking on the link in the email. The two most important things are that people CAN unsubscribe and that they know they can. It's obviously very important that subscribers are removed from the list when they ask to be. Sending messages after people have unsubscribed is another form of spamming.

CONCLUSION

Sending promotional data without the customer/ prospect permission is the unethical practice. So getting permission before sending any kind of promotional data/message to your customer, it is the social responsibility of business and provides number of benefits. Permission marketing allows the marketer to present valuable content to a concerned/ target audience. This is the process of obtaining permission and adding their contact detail to a database in a list of people. There are number of strategies to get consent of customer like generating traffic on business website, place sign-up forms everywhere, write awesome emails, and give stuff away and others. The paper provides the Model for the marketer to know the methods to get permission or building list and ensure the companies responsibility toward society i.e. customer.

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