



ReminderMedia's
Success Guide Series



How to Build, Grow, and Segment Your Mailing List for Your Magazine



Introduction

Relationships are all about people.

Targeting and reaching the right people is priority number one. That's why sending us your list is one of the first steps in the magazine setup process.

In this guide, you'll learn how to build, grow, and use your list to get the most return on investment from your magazine.

There are many reasons that a tool like your magazine works so well for securing repeat business and referrals:

- The high perceived gift value that generates reciprocity
- The professional quality that makes you look impressive
- The customizable areas that reinforce your brand and keep your contact info readily available



But there's one thing that has a bigger impact than all those:

Your mailing list

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How to Build and Expand Your List

Most ReminderMedia customers start with their best clients. This makes sense as they are the most likely to provide referrals and come back when they need your services again.

As you have success, you may wish to expand that list to a larger group of clients or influencers. More people on your mailing list means more opportunities for referrals.

Here are some other ways to grow your mailing list or, if you're new, start building it fast.



Add every new client

It sounds obvious, but it's easy to forget when you have so many other things to think about. And that's the last thing you want to do because new clients are great candidates for referrals.

Since their warm and fuzzy feelings will not have faded yet, they'll be more likely to recommend your services when friends and family seek them out for advice.

To ensure you're capitalizing on these opportunities, make adding new clients to your mailing list part of your process. Customize your personal letter for each one, letting them know you value their relationship and welcoming them to the magazine. That personal touch can go a long way.

For example:

Dear [client's name],
I hope this letter finds you well. Thank you for allowing me to help you with INSERT BUSINESS TRANSACTION. As a token of my appreciation for your business, I'll be sending you a new issue of my personal magazine every other month. Each issue is full of great articles and delicious recipes that I think you'll enjoy. If you like the magazine and know anyone else who might want to receive a copy, let me know. And if there's anything else I can do for you, please don't hesitate to ask!

Best regards,

YOUR NAME

YOUR BUSINESS

After you've sent new clients their first issue, make sure to touch base with them to see how they enjoyed it. This will help them remember you even better.

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Add your sphere of influence

Your magazine was designed to help you connect with clients, but you don't have to limit yourself to just clients. Anyone in a position to refer business to you is a great candidate for your mailing list.

Consider contacts you have through business partnerships and affiliations. For instance, if you're a real estate professional, sending a magazine to your contacts at local title companies and to lenders, home inspectors, and appraisers can pay off in referrals.

Hair salons, doctors' offices, and other businesses that have waiting rooms are other options for expanding your reach. Not only does it help you build relationships with these business owners, but also exposes their customers to your magazine.



Add your neighbors

People are far more comfortable working with someone they already know, like, and trust or who is local. For this reason, neighbors should naturally be high on the list of your prospective clients and referrers.

Rather than simply sending your first issue, it might be more effective to hand-deliver a magazine to some of your closest neighbors. When you knock on their front door with one of your promotional copies in hand, their curiosity will be piqued. Then, you can have a conversation about the magazine—which will be looked at as a gift—as well as your business.

Before you go, make sure you suggest some articles or recipes your neighbor will like, and tell them you're planning to send them a new copy of the magazine every two months.



Add connections from social/religious organizations

People are more willing to work with professionals who share their values, which means you have many opportunities to connect within your social and religious organizations.

Begin by adding people you are particularly close with or who you know for certain would appreciate the content in your magazine. Make sure to follow up with these recipients after your first mailing to find out what they thought.

Another approach is to leave promotional copies wherever you usually congregate. You can update your letter to ask people to contact you if they'd like to start receiving the magazine. If you see someone reading it, don't be shy about starting a conversation! Doing so could be the beginning of a lasting relationship with a new client.



Use your magazine and your free landing page to attract new prospects

The same tools that help you start conversations with clients can also help start conversations with prospects. It's an easy way to expand your reach with very little extra effort.

Use your free landing page to create a lead form for new magazine sign-ups. Just log in to your account, click Landing Pages in the sidebar, and easily add a new subscription page. Then share the page on social media, in your email signature, and with clients after a transaction.

When following up with clients after a mailing, you likely ask for referrals, but they may not always know anyone who has an immediate need for your service. Have you ever thought of asking if they know anyone who may be interested in getting their own magazine?

The magazine can serve as your introduction to a new lead—a way to offer value and begin building a relationship so you can earn their business down the line.



How to Add to Your List

If you're still working on building your list, it might seem like you don't have many prospects in your pipeline. However, you probably know a lot more people than you think you do.

For each category below, write the names of five people you know. Then, in the spaces underneath each name, write the names of two more people who they know. (If you find you can't fill in those two names, call the person on the line above and ask!)

You can also use our online List Builder Tool at remindermedia.com/list-builder-tool.

	1	2	3	4	5
Friends					
Connections					
Relatives					
Connections					
Neighbors					
Connections					
Professional					
Connections					
Social/Religious					
Connections					



What to Include in Your CRM

Now that you know who to add, you need to make sure you have all the important information for each person on your list. Your client relationship management (CRM) system is your detailed record of all your client relationships. To get the most out of it, fill it with any pieces of information you can use to guide future client interactions. Not sure where to start? The best way to learn about clients and prospects is by using the FORD method, which stands for “family,” “occupation,” “recreation,” and “dreams.” You can read the full blog post about how to implement this strategy at remindermedia.com/ford.

Here's a checklist of some of the items you might want to include.

- Name
- Address
- Phone number
- Email address
- Preferred method of contact
- Occupation(s)
- Names of spouse/children
- Hobbies
- Pets
- Goals
- Transaction date
- Social media accounts

You can keep all this information up-to-date in your ReminderMedia account by going to your Recipients dashboard and editing each contact with their specific information.



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Segmentation Strategies for Targeted Mailings

As your client list grows, you can segment the names to take a more tailored approach to your mailing strategy. Here are just a few examples of the ways you can sort your list.



Value

According to the Pareto principle, 20% of your clients generate 80% of your business. Focusing on these clients is likely to produce the best results when it comes to referrals and repeat business.

You should be able to identify these individuals within your database, but if you're under the gun and aren't familiar with your database's functionality, try this low-tech exercise: set a timer for 15 minutes, and make a list of all the clients you can name from memory. There's a good bet those people are among your best clients.



Recency

When was the last time you had contact with a client? That will likely affect your message and follow-up strategy. And to ensure you're not neglecting people on your list, implement a rolling contact strategy.

Using a CRM can help you identify and schedule follow-ups. Be sure to also include notes on recent conversations that you can use to make your follow-ups more personal. For instance, if a client mentions an upcoming trip, make a note to ask how he or she enjoyed it the next time you speak.



Interests

This one takes a little more preparation, but it has the potential for the biggest payoff. Make note within your CRM of the topics your clients are interested in so you can start a conversation when an opportunity presents itself.

Armed with this information, you can create messages that are certain to be relevant. By establishing common ground, you'll build trust and rapport for long-term success.

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Another way you can segment your list is by where clients are in your sales funnel. Here's a breakdown of how you might do this.



The A-list

Your A-list is made up of your most valued clients. They've bought from you previously—perhaps even more than once—and you're working to maintain the relationship. They are an ideal recipient group for your magazine.

When you send your magazine to this group, be sure to personalize your letter. Include details that let them know you're invested in their happiness and well-being. Text, email, or call them to see how they enjoyed one of the articles from the most recent issue.

And remember, anyone receiving your magazine is automatically scored using our Likely to Move predictive analytics. This is a great way to follow-up and start conversations with people who might be looking to move or buy a second home or may even be helping family find a new home.



The B-list

Your B-list consists of relevant leads who could become customers in the not-so-distant future. It includes prospects who've shown some interest in your product as well as referrals and connections you've made at open houses. In other words, they're your nurture group.

You can reach this segment with individual promotional copies. For your most promising leads, go ahead and send a subscription.

You can also send this group any of your automated emails in the Digital Marketing Platform (the digital edition, branded post newsletter, or local event newsletter). As a bonus, each has built-in analytics that will let you know how engaged your recipients are.

Once these leads buy, move them to your A-list.



The C-list

To use a term from the real estate world, this is your farming list. By definition, this is your biggest and broadest segment. Before sending your magazine to this group, you'll likely want to start with either a product in your Digital Marketing Platform or targeted social media ads.

When you see these clients engaging with your social media posts or inquiring about your services, move them up to your B-list.



How to Export Your List from Popular Programs

You have to have a mailing list in your interface before you can utilize the strategies in this success guide—or benefit from your magazine at all, for that matter.

We've put together instructions on how to export your contact list from many popular programs. To view the instructions, visit: remindermedia.com/exporting-mailing-lists.



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Conclusion

The more strategic you get about your list, the better your mailings will perform. Test different tactics to see which gives you the best results, and repeat those efforts to maximize your ROI.

Don't forget to follow up with the people on your list. Your magazine is a great icebreaker— You just need to pick up the phone and start calling. Be sure to make note of which types of articles and recipes each person on your list responds to so you can talk about them.

And remember, our marketing advisors are here to help.



**For more marketing tips,
like us on social media!**

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INSTAGRAM: [@remindermedia](https://instagram.com/@remindermedia)

LINKEDIN: [ReminderMedia](https://linkedin.com/ReminderMedia)

YOUTUBE: youtube.com/remindermedia



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