



*Choosing the Right Email
Marketing Vendor*

'THE ART OF' SERIES
PART 3

Rev Your ROMI

Maximize Your Marketing ROI?

Choosing the Right Email Marketing Vendor



It Is Not the Lowest Bid that Wins, It Is The Vendor That Meets Your Criteria The Best!

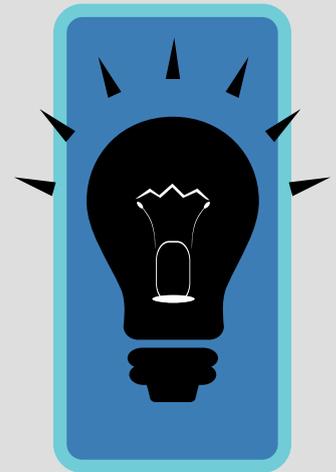
First Phase

- ➔ Define Your Needs
- ➔ Recognize Your Prospects
- ➔ Identify Your Success Criteria
- ➔ Narrow Down the List

Second Phase

- ➔ Evaluate Your Prospects
- ➔ Request for Proposal (RFP)
- ➔ Assess, Negotiate and Select

An Ideal Email Marketing Vendor Profile



Provides You with 360 Degree, Analytical View of your Target Market

Would you like to Rev Your ROMI?

Or Maximize Your Marketing ROI?

What you need is not just a data vendor; you need an end-to-end digital marketing service provider. Segmentation and personalization of your prospective customers are the key factors in determining

the success of your marketing campaign. Described ahead is a snapshot of the process you could adopt in choosing the right email marketing vendor.

First Phase

Define Your Needs

Identify the initial, proposed budget and timelines for each phase of the search process.

Recognize Your Prospects

Shortlist and review at least 10 to 20 companies if you wish to choose between 2 to 3 bids. Study the prospective companies through the Internet, industry websites, publications and referrals.

Identify Your Success Criteria

Make a 'pre-qualifying' call. Consider your current core focus, key clients, expertise accessible and basic cost structure.

Narrow Down the List

Screen the list of companies and narrow it down to a select few to identify those companies that are worth spending more time and effort pursuing.

Second Phase

Evaluate Your Prospects

Proceed to examine selected list of vendors in detail. Meet representatives in person. Should the conversation become complex refer to your criteria list, this will help you focus on addressing and evaluating vendor offerings against your requirements. Developing a rating scale will enable assessment of vendors objectively.

Request for Proposal (RFP)

post evaluation would be the right time to request vendors to submit a proposal with the quotations. If your requirement is complex, you could design a RFP and ask service providers to answers specific questions. Here are some pointers to design a successful RFP, one that will help you in the evaluation

- Ask for responses in a desired format (including pricing sheets) to identify answers you desire easily
- Ask specific questions based on your success criteria
- Divulge as much as information possible in order to provide them with a specific idea of your plan.

Details such as timelines, budget, desired results, reporting, monitoring and measuring requirements.

- ☒ Value their time. If you are disorganized, uncertain and too demanding, vendors may perceive you as a 'difficult' client and possibly quote a higher amount.

Assess, Negotiate and Select

The final and most important phase is assessing your bidders. Negotiate with them if you have two minds about more than one vendor. Maintaining an objective rating scale will make it easy for you to evaluate and identify the best suited vendor.

Finally, select the best suited service provider taking into consideration they should be able to support you throughout the process of the project. The right marketing vendor plays a big hand in enabling business intelligence and increasing your marketing ROIs and revenues.

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ROI with Info CheckPoint**