

Title:

IT Marketing: Finding Prospect Lists

Word Count:

477

Summary:

IT marketing requires building a prospect list. Buy or rent advertising lists and become invol

Keywords:

IT-marketing, computer consulting marketing, IT marketing

Article Body:

After you write your long sales letter, you need to know who to send it to. In this article, y

Advertising Lists

For list selection, you have many choices. If you're looking for recommendations, especially i

Tip: For renting mailing lists outside the U.S., start looking at:

- Accountable List Brokers - <<http://www.listbroker.com.au>> in Australia
- List Angels - <<http://www.listangels.co.uk>> in the United Kingdom
- InfoUSA also has Canadian lists <<http://www.infousa.com>>

To go deeper, look at the local chambers and the industry trade groups where you can skim out

Getting Involved in Trade Organizations

Over time, you will build up your IT marketing client list and end up with two clients that ar

Hang out Where Your Clients Do

The best way to reach those kinds of prospects is to look around for the trade groups that thi

Don't Over-do It

Don't run out to join more than two or three industry organizations at a time because that can

The Bottom Line on IT Marketing

In IT marketing, finding your potential customers is paramount. To build your prospect list, b

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