

Targeted Mailing – Step by Step

Pull your list of companies.

- ~ First you want to buy a list of prospects in your area/city
- ~ Go to Hoovers and use their lead builder to buy the lists where contacts cost .24 per record
- ~ You can find it by going to <http://www.hoovers.com/sales-leads/list-building/features-pricing.html>
- ~ Go to the very bottom and you will see the lists with records costing .24 per record on the bottom right — click on that link to start your list research

Selecting companies.

- ~ You will first want to click on the Company tab and define your company type
- ~ This includes area – which can be city or state or a metropolitan area
- ~ After you select the location then go down and select the company size
- ~ Most people select the ranges that are similar to size of companies they have worked for in the past
- ~ Select the size range of company by employees or revenue

Next select industry.

- ~ Click on the Industry tab
- ~ Scroll down the list until you find the industry you want to target
- ~ Use the plus size to expand the list into more detail
- ~ If you aren't accustomed to this research use the Hoovers categories for ease in searching
- ~ Select the industry group

Look to the far right on your screen and you will see a number of how many companies meet that criteria.

- ~ This information on the far right will show you how much your list will cost to purchase
- ~ You can also narrow down your data or expand by changing size of companies etc.

Once you get this finalized purchase your list and you will be able to download that list in a .csv file format. You will need Excel to work with this data.

- ~ Open the list by double clicking on it then save it as an Excel file

Data clean up.

Now that you have this list you can look each of the companies up on Google to see if they are still in operation, check for correct address and more.

The mailing and mail merge.

If you don't know how to do a mail merge with letters and labels find a friend that does who can help you! (We can easily assist for a fee as well if you need extra help!)

- ~ Craft a cover letter
- ~ Tell them you are looking for positions in the area in xyz field and wanted to reach out and send your resume to them
- ~ Ask them to please let you know if they know of any jobs in the area that you may be a fit
- ~ Do the mail merge and for most people send the letter to the attention of Human Resources or to a Director over the department you would like to work (i.e. Director of Accounting etc)
- ~ Complete the merge and proof the letters
- ~ Print your letters and sign
- ~ Print your resumes on same paper as cover letter
- ~ Do a mail merge with the addresses using labels and include your return address
- ~ Place cover letter and resume in a flat 9 x 12 envelope and place the label on each one – make sure label matches the letter!
- ~ Before placing postage, make sure to weigh it at the post office to make sure you include enough. It will be at least 2 stamps, if not 3

You may also follow up with a phone call to make additional connections if you feel this may help. Use your best judgement and be polite. People are very busy and are inundated every day with sales calls. If you do follow up with a phone call let them know you are following up to your mailing and wanted to know if they are aware of any positions for which you might be a good fit.