

Checklist Before You Zero In On Your Database Marketing Agency



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Are you an enterprise who is planning to buy mailing lists from a database marketing agency? You might need to consider these questions before you go forward and take a decision.

1. Does the agency sell what you are exactly looking for?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2. Does the service provider listen to and solve concerns of the clients?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3. Does it provide solutions that are easily adaptable for the clients?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4. Does it consider insights provided by the customers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5. Does the organization provide solutions for digital needs like social media interaction?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6. Are the solutions adaptable and easy to change and/or upgrade?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. In what position does the agency stand in the industry? _____		
8. Does the organization have the right procedures of working?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9. Does it showcase any success stories or case studies of any well-established customers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
10. Does it have the correct show interest in solving industry pain-points and challenges for the customers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
11. Does it have a good track record of collaborating with clients?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
12. Does the database marketing agency customize their services to fit in your business requirements?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
13. Does it have industry specific skill sets?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
14. Does it offer real-time data updates?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
15. Does it offer flexibility towards all projects be it big or small?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
16. What are the offers the agency is offering? _____		
17. Is it helping your business in any way to breach into new markets?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Interested to know more, email us at info@lakeb2b.com. Want to discuss in details, 800-382-4081 is the number to reach out. Ask your database marketing agency you want to partner with, these questions to have a productive relationship. A decent agency will try out and help you in every way they can and help you grow your business the way you want.

**Revamp Your Marketing Campaigns with our
Industry Specific Prospect Lists**

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