

The international list market.

As a result of globalization and the internet, distance selling has no boundaries and it does not matter what nation the seller and the buyer are from. In the face of this deregulation, the new European law on this subject sets out that everyone will have to comply with the laws of the old continent.

That having been said, our topic is how to export using direct marketing techniques, and this consequently begs the question "how does one go about recruiting new customers abroad"?

Searching for lists abroad is more difficult than finding them in your own country due to knowhow, experience, language, culture and different local data protection laws.

If one takes a look at the list market then it can be seen that there are three types of organization that provide lists relating to various foreign countries:

- an organization that works with a single international list.
- a centralized organization with many local units.
- a network of independent local list brokers.

For the sake of completeness, it should also be said that buyers can rely on a centralized buyer or have several local ones.

Each of the three sales organizations seen above has their pros and cons.

1) A unique international list covering many countries is definitely the most practical, the fastest and the cheapest form to work with.

There are three methods to construct the database:

In the first method an organization searches for "similar" sources in the various countries and puts them together in a single database. However not all of the local sources are the same in different countries, for instance, for companies there is not always the same commodity classification. And then it should be said that some good local sources are reluctant to "supply" their list to an organization that will somehow end up competing with them.

The second construction method starts by using public lists, such as chambers of commerce in various countries, and then, by means of telephone interviews, the basic list is enriched with other data: managers' names, their functions, e-mail addresses and other information.

The two methods mentioned above involve a centralized database that requires a considerable amount of work and a strong financial commitment. This can harm data updating and therefore the quality of the database.

The third method uses the Internet and is implemented by B2C (Business-To-Consumer) organizations that collect masses of data from the web through well-tried and tested campaigns. These organizations have considerable coverage but on-line it is hard to ask participants in a campaign to give out detailed information; so in the end the selection variables are few.

It should be noted, finally, that the new European directive will prohibit these campaign games from using a single consent to participate in the competition as a blanket catchall consent to allow the data to be used for commercial purposes.

The end user has the advantage of using a centralized database:

- so-called fixed costs are reduced when several nations are chosen.
- Everything becomes more practical if the search for the target involves several countries and is focused on a single or restricted number of product categories.

- The times for obtaining the counts are rapid.

2) A centralized organization with many local units is an old model and a fairly widespread one. It is based on a strong idea: a leading brand in its own country of origin that is backed up by a lot of know-how as well as a good budget. These organizations have a central office with many "clone" agencies located throughout the world. Often these are facilities that provide a full service comprising creativity, printing, and digital services etc. Thus we have seen this model being adopted by French and German companies, but then, sometimes, due to disappointing results, they have shut down the "clone" agencies.

The fact is that the Europe is still very diverse, and an idea that works in France will not always be feasible in Italy. We are thinking, for example, about the idea of mega databases also called mutualised/cooperative databases or about expensive software for optimising the lists or [even] about re-targeting. The latter, via the Internet Protocol (IP), allows the e-mails of people who have navigated through a site (without having left their data) to be obtained.

Actually, the three operations described above are impractical in Italy for various reasons related to the law

on data protection and due to the reluctance of companies to pool their data.

3) Independent networks of local list brokers.

National entities are so typical that only a local list broker knows them and is able to add value to the operation.

And here we are not only talking about the various regulations on privacy and data sources, but also about media creativity, buying habits, forms of payment etc.

A part of this added value can be found in the [local broker's] ability to know the local market well, to be able to adapt it to any international operation and to be able to communicate its pros and cons to foreign investors by explaining why it is better to adopt certain solutions, why you should choose certain lists, and why it is useless to go down certain paths despite the fact that they work well in the investor's country of origin.

A foreign investor without having to know each national entity can therefore trust his/her local list broker who is an expert in their own market.

The foreign investor will save money by hiring a local list buyer. All things considered the former will know the market less well than a list broker who has worked for some time on that market.

These are the reasons why networks of independent local List Brokers have been formed for pan-European and/or worldwide operations.

Care must be taken that we are dealing with networks built up as a result of meetings, shared goals and hard selection processes to chose local list brokers rather than a simple group of companies that have joined together hastily, perhaps without even having any knowledge of each other. Networks should be built up with a view to doing "marketing", to appearing at the forefront, to providing a service and to being able to meet a certain market demand that requires foreign lists.

Even greater care must be taken with people who have been met on-line in groups/blogs, and who declare themselves to be list brokers and then, (a personal experience), do not have a data-card to explain where their data originated from. Many of these virtual list brokers then disappear if you ask them to enter into a "serious" address rental agreement.

An advantage of local independent list broker networks, such as Lists4Europe, is that the end user will have a single interlocutor, who will be the local list broker of his/her nation and will speak the same language. The local list broker will assume the role of group leader and

will coordinate and activate the other local list brokers to get the best from them in a clear organized pan-European project.

A list broker's job is to choose between the lists available on the market: from 3000 lists present in countries like Germany, France, England, the ones that are most in keeping with the client's brief are selected. The client will then receive a proposal, a list plan containing various lists that have already been tested, monitored and that have not disappointed in the light of the results that have been obtained in the past.

To emphasize that not all nations are the same and that it is easy to get caught out by over-enthusiasm, then there is a story currently doing the rounds amongst trade professionals in the sector. It concerns a multinational company that shipped 1 million catalogues to China which never reached their destination because they had been rerouted to a paper recycling factory.

The first step before you decide the foreign markets in which to begin recruiting new customers is to collect general information and information about direct marketing on a country-by-country basis. Here are some "data-cards" with basic information about the various nations. For translation purposes only Spain will be

mentioned . Cards relating to other nations should be requested.

Spain

Presentation:

Population: 46,704,300 inhabitants; Population in the major cities:

Madrid 3,233,527 - Barcelona: 1,620,943 - Valencia: 797,028 - Seville: 702,355

Inhabitants and internet use:

61% of households have an internet subscription. An increase of 9% compared to last year. 80% of Internet users also use social media and of these 78% use it on a daily basis. 14% of internet users buy from social clubs. Strong growth in the use of mobile devices is expected. 70% of companies have a web page.

The category that sells most on-line is clothing and accessories.

The postal address

The post code consists of 5 digits. Never put the national code before post code.

Post codes are organized by province and in alphabetical order. The first 3 digits indicate the province followed by 2 digits for the district.

There are four basic lines for writing an address:

- 1) name and surname, or for companies, the company name.
- 2) DUG (generic urban denomination), DUF (official urban denomination), house number, stair no. and door no. (which as will be shown is important)
- 3) city and post code
- 4) province

Other items can be added to these "basic" lines: title, position held, department, locality, industrial estate etc. Thus up to 6 lines can be obtained:

- Line 1: Recipient identification (title-name-surname - company name).
- Line 2: Department or company unit
- Line 3: Geographical location (industrial estate, locality).
- Line 4: Streetname- housenumber- stairs/block- doornumber.
- Line 5: Postcode+ City
- Line 6: Province (written in full).

The diagram illustrates the layout of a Spanish National envelope. At the top, it is labeled "NACIONAL". Below this, there are two main sections:

- Información del Remitente** (Sender Information): A box for the sender's details.
- DESTINATARIO** (Recipient): A larger box containing the following fields:
 - Tipo Vía + Nombre Vía + n° Portal, piso
 - CP Localidad + Nombre LCC
 - Nombre Provincia

In the top right corner of the envelope area, there is a small graphic of a postage stamp labeled "ESPAÑA A".

Direct Marketing

Data can be exported to European Union countries or to other countries with the same level of legal protection.

A list of Spanish subjects, if gathered in other European nations, must be communicated to the local guarantor (the European country where the database is located).

For the B2B sector, Data Protection rules provides an opt-out regime for postal mailing and an opt-in one for e-mails except for generic e-mails such as "info@". For telemarketing it is necessary consult the Robinson list where people have set out which companies they do not wish to be contacted by.

When recruiting with external lists it is required that the following sentence be added to a postal mailing:

“Los datos personales empleados para la realización de esta comunicación proceden del fichero denominado “YXZ”, inscrito ante el Registro General de Protección de Datos, responsabilidad de XXX, con domicilio en YYYY), al cual podrá dirigirse por escrito para ejercitar sus derechos de acceso, rectificación cancelación y oposición o mediante correo electrónico en la dirección [i](#)

In multi-family homes, a person's full name and surname are not always indicated on the letterbox although his/her door number is; when sending a mailing list it is therefore

important to add data such as "blq" (block or stairs) and "pta" (door number).

One peculiarity is worth mentioning: to send a mailing list, lists are also used that do not have the first name and surname of the recipient. In this case "To the family of door xx" is written on the envelope

The list broking market is not as developed as in other Northern European countries due especially to a lack of confidence; in fact the sources are not always clear and it is difficult to understand where the data originated from. For list plans it is therefore possible to make use of both proven local companies and multinationals that have a portion of their list in Spain (Pixmania, E-cible etc.).