How to Utilize a Mailing List in Your Market Leader System

Jump into print with targeted mailing lists right from your Market Leader system!

Print marketing is an important aspect to a well-rounded marketing plan. You now have the ability to take advantage of new contact sources straight from your Market Leader system. Streamline your business by using our integrated feature that targets mailing addresses by geographic area and demographic criteria. Use this document to quickly and easily send out a marketing postcard from your Marketing Center.

How will you use it?

- Prospect a geographic farm – Select your targeted ZIP code and consistently send postcards
- Open Houses – Use the address of your open house and create your list based on a radius around that address
  - Send leads a “sneak peek”
  - Invite them to an exclusive neighborhood preview
- Just Listed and Just Sold postcards to your geographic farm area
- Create a targeted demographic mailer
  - Move-ups
  - Empty nesters
  - Single females
  - Veterans

Best practice
Ensure that each of your mailing pieces has a compelling call to action that drives contacts back to your website where they can give you their email and become a prospect. Then use the tools in your Market Leader system to engage your prospects and turn them into clients.

Let’s get started
Follow the instructions on the next pages to get started.
Create and send your first targeted mailing list in just a few steps:

1. Sign into your Market Leader System and create your targeted postcard in the Marketing Center with a compelling call to action that will draw people back to your website.

2. From the Saved Pieces of your Marketing Center select the postcard you wish to send and click the Order Printing button.

3. Click the link to Add Mailing List.
4. Select **Purchase Mailing List** and click **Continue**

5. Select the criteria by which you would like to create your address list.
   - **Address with Radius**
   - **Zip Codes**
6. Narrow your search further with other search options.
   - Basic and Advanced options are available
7. **Purchase all results or purchase only** a specific number and then click **Continue**. To further refine your search by selecting the **Refine Search** button.
8. Click Checkout at the next screen and complete your order on the Billing and Shipping Confirmation screen by clicking Continue and confirming your information.

Congratulations, you have successfully created your first targeted mailer from your Market Leader system.