



NORTH STAR

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Before you pick up the phone or lick that stamp, the North Star Marketing team must ask: For the love of marketing, when was the last time you updated your database? Yes, that list you keep of all your contacts-from current and past customers to new prospects. Of all the marketing tools, your database is probably the most essential because it helps drive all your marketing efforts.

Here are some database essentials:

- Update your database weekly with all those business cards you're exchanging
- Be sure to add e-mail addresses. E-mail marketing is key!
- Remove duplicates
- When ever possible, use First Class postage, which guarantees returns for bad addresses-allowing you to freshen your database

To market your business better, visit www.fortheloveofmarketing.com and sign up to receive our free "For the Love of Marketing" note pad.

-The North Star Team