

The purchased list lead generation guide-

How to do it right

LEAD GENERATION



A business cannot survive today without a potent and aggressive lead generation program. It is pertinent to any business, be it online or offline. With the majority of businesses worldwide moving towards digital marketing, one of the key elements that marketers are approaching is email marketing. It is no secret that email is one of the best sources of revenue today. Having a good email based lead generation program is vital to stay relevant, produce good leads and beat the competition.

THE BUSINESS CASE FOR PURCHASED LIST

Assuming a business produces 2,000-3,000 words of fresh content per month with a conversion rate of 3%, we can calculate how long it would take to organically grow a list from 500 to 3000 contacts. The answer is a long 12 years. Need we say more?

Email marketing can be divided into 2 definite groups. These 2 groups are based on the nature of the data that you are using. They are

1. In-house database based email lead generation
2. Purchased list email lead generation

Each group has its own set of advantages and disadvantages. Working with a purchased list is seen as a tricky and risky business. This guide has been created in order to dispel misconceptions, chart out a course of action and the must do's and don'ts that allow you to build a credible email marketing lead generation program using a purchased list.

There are certain parameters that need to be taken care of while using a purchased list. If these are not followed, there will be issues that develop. What we have often seen in this industry is that most issues that seem to be highlighted are just due to not following best practices. The fear of a purchased list is also due to the high amount of one-time supply and run companies that provide users with degraded and dangerous data.

This has become a toxic issue in the email marketing industry and steps need to be taken by both the seller as well as the buyer to curtail this. It is possible to minimize damage caused by such elements by carefully putting in place restrictions and ensuring you set up processes and fail-safes during the list buying process.

This guide will work towards reducing the stress of purchasing a list and will show you the right direction to take while using a purchased list while running your email marketing campaign.

What is a purchased list?

As noted earlier, there are two types of lead generation campaigns. Both require email addresses to work. Now an in-house list is the data that a business has collected over its period of operations. This data collection can be customer data, via various marketing activities that they may have conducted such as surveys, events, contests and so on. This source of data, though indeed credible is marred with various issues such as quality, completeness and trueness. It is an industry fact that data decomposes at a rapid pace every month, around 5-8%. Taking this number into consideration, a company that has collected data for over a period of 1 year will see their data quality and size decrease dramatically. If they do not run data hygiene campaigns and scrubbing, it is a sure bet that this data will not give you good results.

Naysayers toe the line that if it is possible to run data hygiene campaigns, then it should be run. That does not solve the issue of unsubscribe, spam and also the cost involved can be high according to the complexity of the data.

This is where the effects and strengths of a purchased list come into the picture. A purchased list is simply data that is acquired from a database vendor. This data can be used for running email lead generation campaigns. There are various things that CAN go wrong while purchasing a list. To ensure that these do not happen, we have this guide assembled for you.

Remove spam traps and bad email addresses before import

When purchasing a list, it is important to ensure that the list does not have bad, old and incorrect email addresses. This can hit your deliverability adversely. Run a campaign on a sample of the list you are planning to purchase. This sample should have a cross section of the data that you wish to acquire. The delivery rates for this sample test will reveal the true strength of the list and will give you an idea of the expected return rate from the purchase. It is critical to ensure that the vendor gives you a guarantee on the spam traps in the list. If they do not give you this guarantee, it is better to look elsewhere. Bad data can harm your business in multiple ways.

Every Year the Data Tells a SCARY STORY



91%

percent of Millennials (born between 1977-1997) expect to stay in a job for less than three years. Therefore, they can be assumed to have 15 to 20 jobs over the course of their careers, and these frequent shifts will make

41%

of records are damaged by poor data entry



3.8%

name change (women still do change their name upon marriage/divorce)

65.8%

title and/or job function change (changed firm or new job in the same firm)





41.9%

address change (changing companies or company/individual's relocation)

42.9%
phone number change
(changing companies and company move as above)



37.3%

email address change (slightly less than above as some use personal email address)

These numbers are astronomical and they give you a glimpse of how ineffective your marketing campaigns can be if you use bad data, be it in-house or purchased. You have the power of purchase so you can put in strict guidelines as to what is acceptable and what is not. This gives you clean, powerful data that can give you higher ROI and better business returns.

Be specific about the list you want

With the industry surging towards higher segmentation at break neck speed, you are in a good position to demand high levels of segmentation from the vendor. This can only be done if you know exactly what you want. You have to do market research to understand where your potential prospects are and to get a clear picture of the job titles, type of company, size and geographical location you are looking for. This increases the deliverability, and leads can be generated faster and they will be of higher quality. The best thing you can do is to create your ideal customer profile. This will answer a lot of your questions, since you base it on historical data that you have collected.

Find a reputable provider

All things said and done, if you find the right email list provider, half your work is done. With the industry the way it is today, it is difficult to narrow down on reliable providers. The industry is such that it is easy to mask shortcomings and cover up mistakes. It is up to you to do your due diligence and look up the provider and their credentials. You can always find their existing customers and have a direct conversation with them about their credibility, because more often than not, customers are the best brand advocates. Leave aside petty differences about payments and such, it is important to focus on the aspects that mean business such as performance of the list, the size and deliverability and the industry they cater to.

Protecting domains and IPs; getting the highest level of deliverability and open rates when sending emails to your purchased list needs domain expertise. It is worth investing in a marketing solutions provider who can help you send CAN-SPAM and CASL compliant email campaigns.



Turn cold or purchased contacts into warm leads

The best way to ensure that your cold contacts are converted to warm leads is by investing in automated drip marketing. Collaborating with an email service provider who specializes in this will do the trick. There are certain things you need to consider while working on this process.

- a) Provide good value- If your emails are just a mash up of your credentials and boasting about what you have accomplished and what you can, it will not give you any sort of engagement whatsoever, no matter how many times you try. To get noticed, solve problems your customers face and sit back and watch the enquiries pouring in.
- b) Use CTAs wisely- They should be minimal, simple and easy to use. Being upfront and straight to the point works too.
- c) Personalization- This is important today. Don't get caught up in generic emails. Your prospects get a million of them. Here is an example of a template that uses personalization but stays simple at the same time.

Email Subject: A template can do wonders to your cold leads

Hello <FIRST NAME>,

Converting cold leads to warm is a task. If only there was something that did the trick, fast.

<FIRST NAME,> what if we told you a cold email template is your best bet?

See how a good template can change the fortunes of your lead generation campaign.

Download your free cold email template.

- d) Time your drips to perfection- Never over do your send frequency. Once a week emails get the highest engagement, so decide your timing wisely.

Establishing sender authentication

The server you send your mails from should match your main domain. This is a best practice that enables higher delivery rates because the recipient server will recognize it and white list it. Since you are working with third party email servers, this can get through without notice and can seriously harm your delivery rates. There may be changes based on the vendor you work with, you need to clarify this detail with them before you begin your campaign.

Always purchase more number of emails

More is always better. With an average conversion rate of 3% for web CTAs, having a small list will not do you any good. Go big or go home. It allows you to focus on a larger audience, drive more traffic and increase your web conversion rates. It is not necessary that you keep purchasing a big list, it can be grown organically in due time, but it is recommended to go big when going in for the initial purchase. As we know, organically growing your list is a tedious task and will take a long time with results that cannot be trusted; a good and substantial number of emails will get you going well.

Remove generic email addresses too

When applying filters to your purchased database, make sure you remove generic email addresses. They may be `info@example.com`, `connect@customerservice.com` and so on. These addresses do not have a decision maker manning them so you waste an opportunity to connect. It may not be possible to eliminate all of these addresses from the list, but you can surely reduce them in number. This has to be one of the mandates you give your vendor while purchasing a list.

Cleanse your data

The database that you purchase may come with the highest quality rating. This does not mean it is exceptionally good. To ensure that you get better results, even better than what you may get after purchasing the list from the best vendor, run a data cleanse on the data set yourself. This removes more worthless data and you keep getting better results. The way the industry is at now, bad data is everywhere and the most reliable database provider can only give you data quality assurance to a certain limit. To make the most of it, run your own programs so you know for sure that the dataset is good to go.

Moderate your purchases

Once you see results coming in, it is easy to go for purchases each and every time the word lead generation is taken, but that should not be the case. Learn to curate your master database. You can organically grow it once you have run campaigns. After your campaign is run with a big list, you will see a surge in website traffic-be prepared for it. Ensure your back end tech support can take the volumes, make sure site navigation is easy, fix CTAs and links and ensure that all Most Wanted Pages are up and running-24/7. This way, your master database expands with new and fresh entries.

All this said and done, a respectable and ROI oriented database provider is crucial to the whole process. Invest in one that is trusted, has been in the business for a long time, has excellent client testimonials and has offerings that have set industry standards.

Span Global Services is one such database provider that covers all these credentials and more.



About Us:



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Span Global Services is a leading provider of digital marketing and data-driven services. The brand's forte lies in its data intelligence, which holds the largest intellectual mapping available in the industry. As an expert B2B marketing solutions provider, Span Global Services specializes in customized services using the latest business models in online marketing, search marketing, and innovative data strategies. It is the world's only social verified and email verified data provider today. With nearly a decade's expertise in digital marketing, its business intelligence enables companies to utilize the intellectual online marketing strategies along with data insights, market reports, and IT support services. Consulting, Marketing, or Outsourcing solutions — Span Global Services is the most preferred choice.

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