

## Critical leads lists and email deployment do's and don'ts...

Avoid the pitfalls of purchasing bad lists or using disreputable leads lists and email deployment firms. Leads lists are the foundation of effective marketing. Good leads will result in good results with the right initiatives, bad leads will result in no results and even worse could cause you to be labeled as a spammer and be blacklisted.

Internet Consulting, Inc. helps you ensure your leads lists and email campaigns are done right.

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1. Put together a comprehensive list of your target SIC Codes. Don't rush through this - do it right, for it is the foundation of your leads lists compilation. (You should also put together a list of the exact job titles and messaging to these specific prospects for your email, telemarketing, direct-mail, and other campaigns).
2. Only purchase lists from vetted vendors. If it's too good to be true - it is! You will destroy your domain authority and be labeled a spammer if you use the wrong lists and/or email deployment vendors.
3. The leads lists you choose will determine the success (or failure) of your marketing campaign - so choose vendors and lists with extreme vetting and caution.... error on the side of safe not risk.
4. Use a list broker. Greg Rubin has access to over 70,000 B2B lists and often receives discounts for lists you won't be able to get without him. Greg also provides genuine helpful consulting at no charge so you understand the leads lists and email deployment industries in's and out's. His extensive knowledge and genuine helping attitude detailing the types of lists and email types even impressed me (Jordan Weiner, owner of Internet Consulting, Inc.) - per my recommendation to reach out to him via his company Prospects Influential.
5. Do you know the differences between owner deployed and released emails lists? Greg Rubin does, along with other "Right Target Market For Your Business" details - he has written extensive industries-leading articles on these and many other leads lists and email marketing topics.
6. Marketers generally acquire leads lists in three ways: Buying, Renting, or Subscribing.
7. You will need to remove all recipients from campaigns that do not open your first 6 to 12 emails - this is important. This results in your need to continually replace removed leads with fresh leads - so build a rapport with your list vendors/broker.

8. Make sure your lists are cleansed and validated! There are many tools for this in the Email Marketing Do-It-Yourself Tools section on this website... such as NeverBounce (and others) or if you use Greg for your list broker, the vetted list vendors, or ClickBack - they all provide these services for you.
9. Start off sending small test runs - then scale accordingly.
10. Honor opt-out request promptly.
11. Track and measure everything. Analyze open and click through rates, use dedicated landing pages and call tracking so you are able to measure actual conversions not just traffic. This way you know which lists convert better than others and you are able to adjust your time, efforts, and spend for the successful evolution of your leads list sources.
12. Provide helpful educational easy to read content when first sending campaigns to your leads lists.
13. Don't ask for too much personal information, don't data dump features instead of sharing benefits relevant to your audience, don't send irrelevant topics to your target audiences, don't send or schedule too many emails too fast, don't make it hard for prospects to opt-out, and so on.
14. Do A/B testing of subject lines, content, landing pages, and more. Hone hone hone your messaging and content.
15. Follow-up professionally to responses. This doesn't mean push a sales person on them during the top of funnel or initial research phase. Lead nurture according to the funnel stage they are in. For more information on lead nurturing and marketing automation visit those pages on this website.
16. In addition to purchasing leads lists to jump start activity - build your website visitor leads lists and nurture them professionally. You can add business contacts even for anonymous visitors to your site by using Clickback Web. (This software details top officials in the businesses that visited your site - it may not be the exact contact that visited your site so make sure any emails you send them are top of funnel high level simply educational content - not pushy sales type stuff).
17. Ask your sales persons to provide initial and ongoing updates for lists they want nurtured. Help them help you - and hold them accountable for providing ongoing new leads.

18. Use email outreach tools that will help you or your sales persons find email addresses for highly targeted prospects. Visit the "Email Outreach Tools" section under the do-it-yourself email marketing tools the experts use on this website for Email Hunter or findanyemail.
19. If you use multiple list sources - make sure you remove all duplicates from email efforts. It is a good idea to use multiple quality lists - yes you will have to remove duplicates but that's better than sending each of your lists to each leads list vendor. Per why using an email platform like Clickback for all your email marketing is a good thing to do - this platform will remove duplicates for you.
20. Price check email deployment services from the list vendors you use - it is best to have the vendors supplying lists do your email marketing (vendors usually will not send emails to lists purchased from other vendors)... however if the email deployment pricing is to high - then simply use Clickback to email to your purchased lists or have Internet Consulting, Inc. handle your email creative and deployment needs.



**The 1st Step...** is to fill out Internet Consulting, Inc.'s [no cost in-depth leads lists consultation form](#)  
*(it will take you less than 4 minutes due to most questions being check boxes).*

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