

# 4 Best Practices To Disinfect Your Mailing List

Mailing lists are essential and effective marketing tools that marketers are using to the optimum. However, just acquiring or building a mailing is not enough. In fact it is just half of the process. You need to regularly manage and maintain your mailing list to retain its accuracy and freshness, thereby keeping it updated.

If you don't possess a proper targeted mailing list, you are simply wasting your marketing dollars.

Did you know that instead of having a list of 2000 subscribers who are just mere sign-ups, it is better to have a targeted list of 200 contacts?

## **Few important facts can be pointed out here:**

- A small list with quality targets is a pot of gold than a large one filled with mere sign-ups.
- Buying a targeted list will give you good return for your money.
- If your list gives good response it should be used often since it proves that your contacts are happy with your approach.

Did you know that by the end of every year, 1/3rd of the information (both customers & prospects) present in your business database become obsolete, inaccurate and ineffective?

Moreover, the additional complexities of B2B Databases will always remain. The basic information like physical address, phone and fax numbers, email address along with additional information such as company name, designation, SIC codes, company turnover, industry background, etc – all keep changing from time to time.

This immense loss of vital information hampers your contact lists and in the long run creates

a negative impact on your marketing ROI.

Your prospect and client lists are suppose to be the basic foundation of your marketing efforts. A high-quality targeted mailing database can help you achieve almost 70% of your marketing campaign success.

## **Here are top 4 best practices that you can perform to maintain your list:**

### **Maintain List Hygiene**

It is extremely important to maintain your list hygiene. You can either perform simple data check regularly or you can outsource the entire process to a database maintenance firm. There are automated and manual tools that will check and correct any misspellings and typos entered during the acquisition phase. Through list hygiene process you can:

#### **Few important facts can be pointed out here:**

- Cost-effectively revive old contacts lying long dormant in your houselist
- Successfully reach out to all your highly-targeted audience
- Own a complete, foolproof houselist of your prospects/customers
- Make the best use of your business data
- Manage and maintain your database

List hygiene will also ensure that your mailing list remains spam compliant and error-free.

### **Data Management**

If you are looking for a convenient and cost-effective way to enrich your customer or prospect information, then Data Management is the ONLY answer for you.

Data Management services offered by various companies gives you the opportunity to cleanse, correct and complete your database in the most time-saving and cost-effective way.

Many database marketing vendors offer append services, and business marketers are well advised to explore the opportunity to enhance the accuracy and predictive power of their data.

As a business marketer you need to regularly append, clean and update your B2B and B2C contact list database to enhance the accuracy and predictive power of their data. You need to boost your data.

Data Management will

- Improve the quality of your database by cleaning, correcting & completing it
- Manage and maintain your Database in the most comprehensive way
- Make certain that you get optimum results by completing inadequate or incomplete data and appending missing information
- Ensure that you don't waste your marketing resource with out-of-date customer information hence we keep on updating it from time to time

## Bounce Management

Hard bounces are a major cause of concern among email marketers. Nobody can click on an email if it doesn't reach their Inbox. Therefore, your main target should be to make sure that your email reaches its destination.

There are distinctively two types of bounces: Soft bounce and hard bounce.

A soft bounce is an email message that although reaches the recipient's mail server, gets bounced back undelivered. The attempt to deliver the email regularly continues for a few days. If it is still not delivered it becomes a soft bounce.

A hard bounce is when an email gets returned to the sender and remains permanently undelivered, it is known as a hard bounce. In a nutshell, bounce is an email that is returned to the sender due to some reason or the other. There can be technical reasons that act as a hindrance. The email infrastructure identifies the delivery problem occurred and sends an informative email to the sender stating that the email has not got through. This is also known as the bounce message.

Many a times the system might keep your undelivered messages on hold and will try to send them again later. You will get a mail from your system stating that the following addresses failed to receive your email.

There are a number of automated and manual tools that practice bounce management. Through this system you can track all the hard bounce from your lists and remove them so that you don't continue to mail to the invalid or spam addresses. The number of bounces occurring is tracked regularly by ISPs. This can create a major impact on your reputation. That is because, if you generate too many hard bounces, ISPs will block your messages from getting delivered and will spam trap you.

## Remove Dormant Contacts

There will be a number of contacts in your mailing lists who are inactive, lying dormant without adding any value to your mailing lists. You need to remove these names from your list if you want to improve your ROI. Experts are of the opinion that your mailing list should consist of contacts who are truly interested in receiving information from you, i.e., opt-in contacts.

However, before removing the contacts, you can send them one single notification asking them whether they want to receive any emails from you or simply want to opt out. Based on the response received from this campaign, you can refresh your list. If some of these contacts still remain unresponsive, then simply remove them from the list.

The true success of any email marketing campaign can be measured by the quality of the subscribers and not the amount of them present in the list. And as said earlier, it will be more fruitful to send message to a list of 10,000 opt-in subscribers instead of sending it to 30,000 of unverified list.

The best strategy needed to develop a mailing list is to add the contact details of subscribers of only those people who are looking for exactly what you are advertising or selling. This way you can make a complete targeted mailing list and utilize your time and money in the best possible way.

Even a small list of quality targeted subscribers can bring in good money if properly nurtured. Although email marketing is considered to be one of the most profit-making marketing

medium, if not performed correctly can not only cut down your ROI but also damage your reputation immensely.

## About LeadzKart

A leading provider of business technology database in the industry, LeadzKart help organizations acquire and retain quality and targeted customers through our comprehensive and accurate technology lists.

Apart from database marketing services we also offer list management solutions. Over the years, our exclusive list maintenance strategies have delivered significant solutions for customer growth for companies big and small. At LeadzKart, we acquire data through in-depth research that are regularly updated to maintain accuracy and freshness.