

The Marketing List *Journey*



Why Your Marketing List Might Need Work Before You See Results

Outbound marketing is easy—just plug in your marketing list and start sending your message, right? Unfortunately, when initiating an automated marketing effort, organizations may discover that their client and prospect data is hindered by two factors: **data hygiene** and **data quality**.

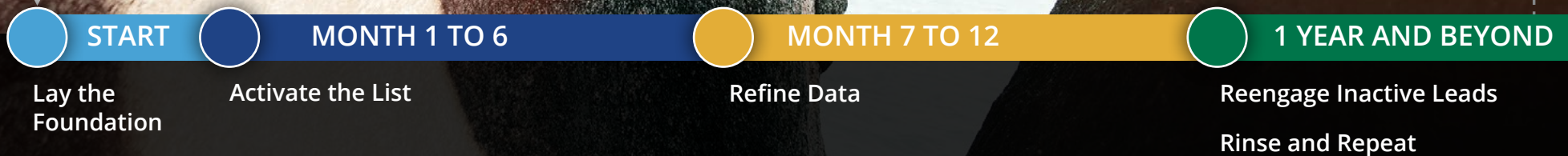


Sending to lists of insufficient hygiene or quality can harm an organization's sender reputation and damage their ability to reach their target audience. It can also lead to waste, as time and money are spent attempting to send messages to irrelevant or nonexistent leads.

GETTING STARTED

If you want your marketing list to lead

to engaged contacts and productive conversations, you'll need to follow a few steps to make sure your information is ready.

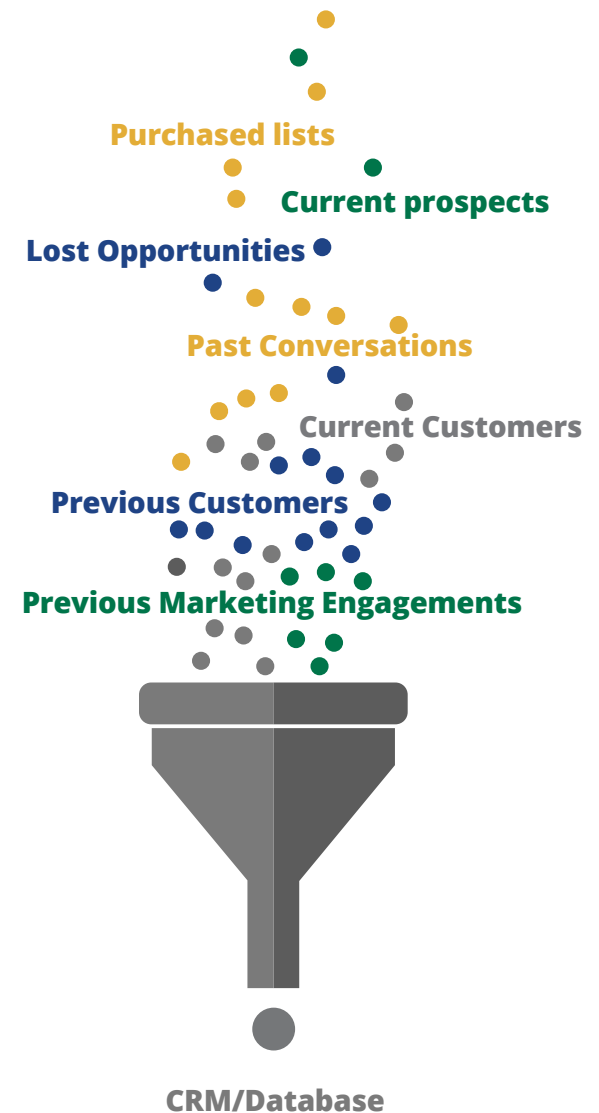




PHASE 1. Lay the Foundation

When first building a marketing list, it is quite common to find that the needed client and prospect data is housed in more than one system of record, and the quality of that data is generally unknown.

The first step in building a marketing list is to pull these disparate lists into one central database. Hygiene issues can be addressed by verifying, scrubbing and deduping the list. Data quality issues are remedied by tagging these individuals with [characteristic/persona] and quickly analyzing the list to see if the data has the attributes needed to achieve stated objectives. If not, additional data must be obtained.





PHASE 2. **Activate the List**

Once the database is populated and clean, your content strategy is finalized, and your first messages are written, it is time to start actively marketing to the list.

At this point, however, the sending organization has a brand-new sending reputation that needs to be developed and grown. The marketing list is entirely un-engaged from the perspective of the IP and the sending domain. In lay-person's terms, this means that when initiating a new automated marketing effort, messages must be sent from a domain that is completely unfamiliar to internet service providers (ISPs). It is critical to move slowly at first, building trust with ISPs and increasing the IP's long-term deliverability.

During this phase, the key is to build subscribers:

anyone who opens, clicks, downloads content, or completes a form becomes activated. Sends are small and throttled until the active audience grows to support effective large scale sends. Simultaneously, bad information is being weeded out from the list. Once a clean, engaged subsection of the list exists, volume can be increased without damaging the IP's sender reputation.



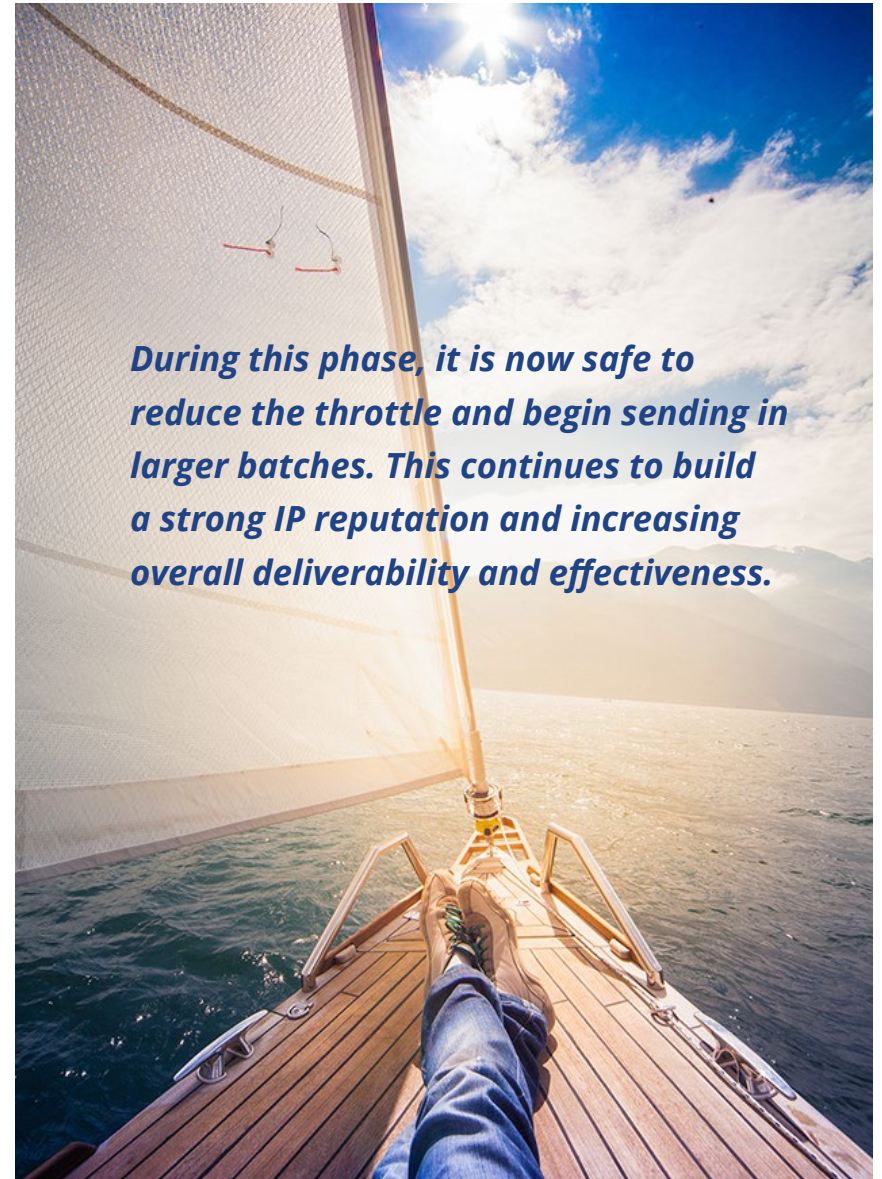


PHASE 3. **Refine Data**

By month seven a healthy, active database has been developed. It is this portion of the list that should be the primary focus for most outbound messaging—keeping as close as possible to a 1:1 ratio of active vs. inactive emails in any given send.

The theme in this phase becomes refinement.

- Begin to remove, or suppress, inactive lists.
- Run a full database cleanse to remove old, or inaccurate emails
- Work to append missing information, for a more robust record of each prospect
- Review the list to ensure that all contacts still match targeted buyer personas—if messaging has been refined, some contacts may no longer be relevant
- Consider augmenting the list with additional data to keep a fresh influx of new names, to offset list attrition and ensure steady growth of the active list





PHASE 4. Rinse and Repeat

After a year of sending, the initial inactive lists should be entirely phased out from the regular marketing cadence. The only inactive individuals should be on new lists who are now going through the activation process. From a quality and hygiene perspective, the theme here is rinse and repeat and it is important to establish a regular cleanse and data acquisition cadence.

As sending continues, analyze which segments or personas are interacting the most with messaging. Target these personas in any new list purchases.



Takeaway: After the first year, list investment will shift from primarily "new" to a balance of new names, cleanses and appends.

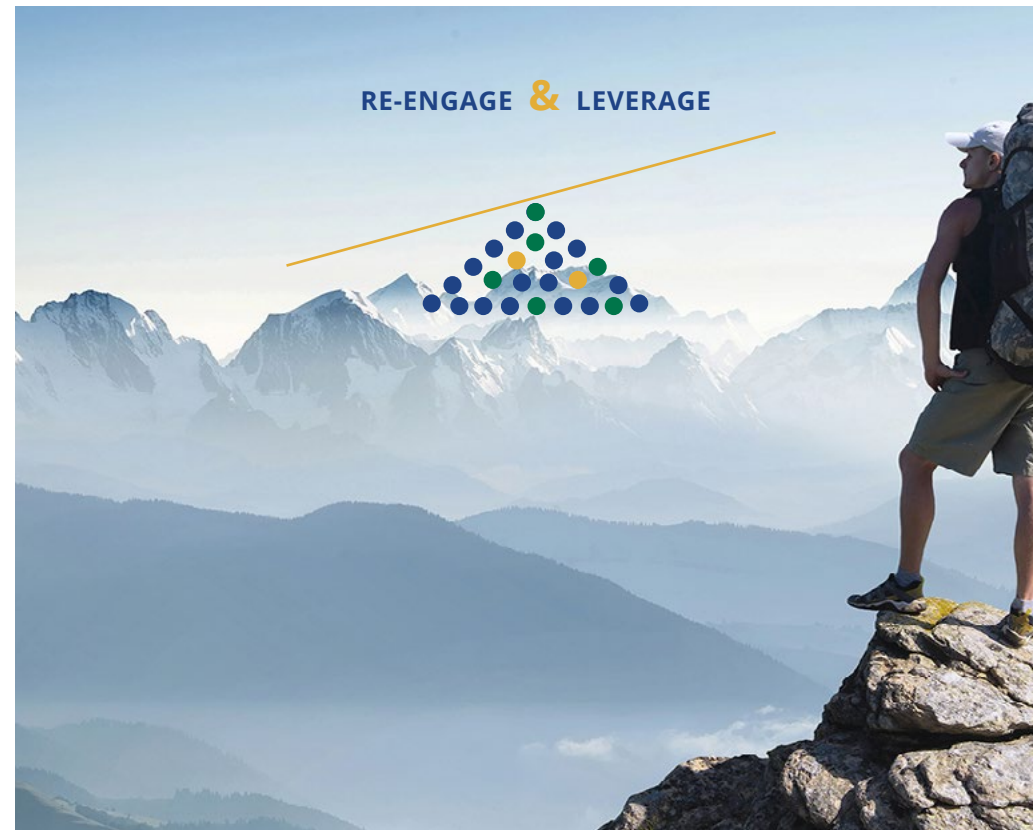


PHASE 5. **Reengage Inactive Leads**

Now that a healthy sender reputation has been established, there is more freedom to reach out to purchased leads with a lower rate of contact. Since sender reputation is based on a history of relevant messaging, these messages will have minimal impact on our sender score.

One good way to leverage this freedom is to begin reengagement campaigns to the inactive names—individuals with accurate information, but who have not yet demonstrated interest in messaging.

Effective reengagement campaigns require highly-focused messaging to generate interest and reduce risk, but when executed effectively can be a great way to redeem value from an otherwise unproductive data set.





Partner Effectively

Looking to execute targeted outbound email campaigns, automate lead nurture programs, implement lead scoring, or learn more about your prospects' online activity? You need a marketing partner like NuGrowth.

As list management experts, we can help you identify the right profiles, strategically acquire new contacts, and keep your records clean and up to date. We have the expertise and diligence to oversee your database to ensure that the right messaging is sent to the right audience at the right time.

As an Act-On Agency Partner, NuGrowth leverages the award-winning marketing automation platform to realize the full potential of your digital marketing program. Our team can manage your program from strategy to content creation to measurement. Contact us at **800.966.3051** or **www.NuGrowth.com**.



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