



THE
PARTNER
EVENT

2010

**Driving Success through
Effective Marketing Lists**

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Looking Glass Marketing
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Today's Discussion

Agenda

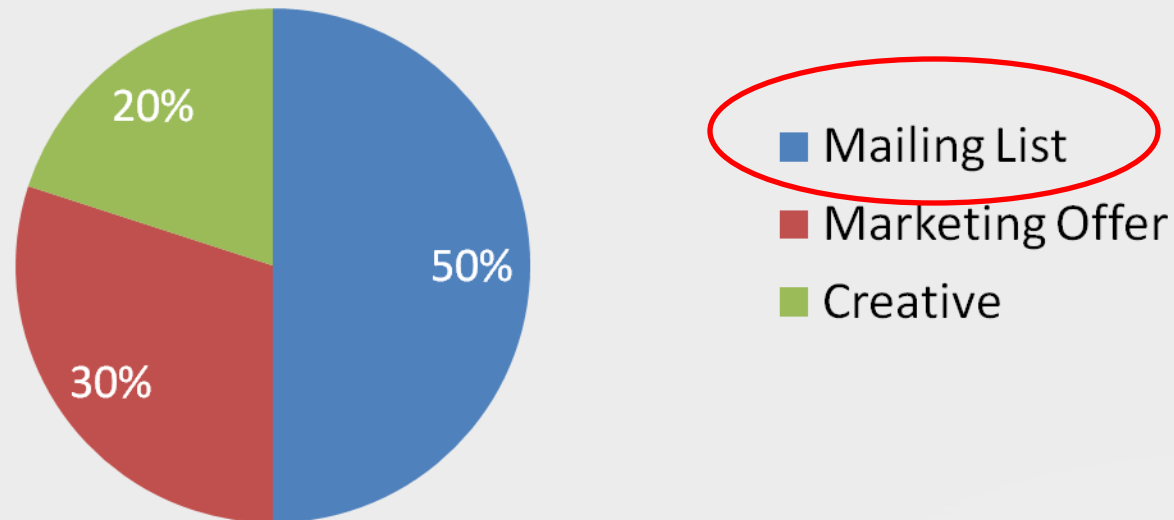
- ✓ Importance of Lists
- ✓ Types of lists
- ✓ Building in-house lists
- ✓ Acquiring external lists
- ✓ List maintenance
- ✓ CAN-SPAM guidelines
- ✓ Q & A

Importance of Lists

- Target Campaigns - reach the right prospects
- Building Relationships and Following – By updating your lists, you can identify your real customers from the ones who are not
- New Leads = New Business = \$\$\$

Campaign Success Equation

Important Elements to Campaign Success



Types of Lists

Types of Lists

In-House Lists

- **In House List (Best List!)**
 - Customers/Clients
 - Partners
 - Vendors
 - Individuals who responded to call to action
 - Individuals who have opted-in (email)
 - Professional organizations/people have relationship with

External Lists

- **Purchased Lists**
 - Contact list who you've purchased with unlimited use
 - You own list
- **Rented Lists**
 - Contact list you have rented to use XX number of times.
 - Don't own the list

In-House Lists

Benefits of In-House Lists

- Less costly
- Contains contacts who want to hear from you
- Better deliverability and response rates because they know and trust you
- Less complaints because compliance with CAN-SPAM Act
 - Expressed, written or verbal permission
 - Already have relationship with contact

84% of consumers said they liked receiving email from companies they had registered with. – ROI Research 2009

Typical Issues with In-House Lists

- Slow process and take time to build
- Smaller lists
- May not have all the data you'd like i.e. phone number, title, etc.
- Time and resources to build the list

List Building Sources – In-House Lists

- **Your Website**
 - Sign-up form
 - Registration form
- **Social Media**
 - LinkedIn
 - Face Book
 - Twitter
 - YouTube
 - Blogging
- **Lead Generation**
 - Trade Shows
 - Events/Webinars
 - PPC
 - Direct mail
 - Telemarketing
 - Newsletters
- **Partners/Referral Sources**
 - Non-competitive technology companies (hardware, software)
 - Training centers
 - Bankers, Accountants, Attorneys, Consultants

Using Your Website and Social Media

Using Your Website

Capture website traffic

- Include sign-up box on website
 - Place in multiple locations – top 10 pages
 - Make visible – above fold
- Use inviting call to action
 - “Sign up for our newsletter to get latest on XX”
 - “Sign up for helpful tips & tricks”
 - “Get our special offers or incentives”

SIGN UP TO RECEIVE MORE GLTR INFO

GLTR Weekly Report
Weekend results
Upcoming events
Clear reviews
Features, tips & profiles

[Join Our Mailing List!](#)



Marketing Checklist

Sign Up

Sign-up and get great MSP marketing ideas direct to your Inbox.

Join Our Free Newsletter

Get the latest photography news straight from ePHOTOzine in your email every month and win prizes!

This month's sponsor

**Compare
Our Prices**

Sign up forms

- What do you really need?
 - Capture email and ask to re-type email to avoid bounce/lost prospect
 - Only ask what's needed
 - Don't require too many fields
 - Name and email get highest number of sign-ups



Registration

Thank you for joining the Sunset Travel mailing list. We look forward to keeping you informed.

Your Email Address: htby@hotmail.com

→ Re-type Your Email Address:

Your Interests **Your Information**

Please select the areas of interest for which you would like to receive occasional email from us. Please provide your information here. Items marked with an "*" require a response for sign-up.

<input checked="" type="checkbox"/> Monthly Promotion	→ First Name*:	<input type="text"/>
<input type="checkbox"/> Caribbean Vacation Specials	Last Name:	<input type="text"/>
<input type="checkbox"/> European Vacation Specials	Home Phone:	<input type="text"/>
	Address Line 1:	<input type="text"/>
	Address Line 2:	<input type="text"/>
	City:	<input type="text"/>
	State/Province (US/Canada):	<input type="text"/>
	Zip/Postal Code:	<input type="text"/>

I would like to receive text only email campaigns

Sample Sign-up Forms

The screenshot shows the Sonoma Partners website's newsletter sign-up page. The header includes the Sonoma Partners logo and navigation links: What We Do, Industry Expertise, Why We're Different, Solutions & Case Studies, About Us, and News & Events. The main heading is "Newsletter Sign-up" with a green "Contact Us" button. A sidebar on the left lists various content categories: Leadership, Awards, Locations, Careers, Newsletter, and Contact Us. The main content area contains a paragraph explaining the newsletter and a sign-up form with fields for "First Name*", "Last Name*", and "Email Address*", followed by a "Contact Us" button. A red asterisk indicates that the fields are required.

sonoma PARTNERS

What We Do Industry Expertise Why We're Different Solutions & Case Studies About Us News & Events

Newsletter Sign-up

Contact Us

Leadership

Awards

Locations

Careers

Newsletter

Contact Us

We send out an email newsletter from time to time with information about Microsoft Dynamics CRM and Sonoma Partners. Please fill out the sign up form if you'd like to receive our updates (approximately once per month).

First Name* **Last Name***

Email Address*

*Required

Contact Us

The screenshot shows the Nage restaurant's email sign-up form. The header is "Email Sign-Up Form" in orange text. The main text explains that the user will receive updates on new menu items, events, and a monthly newsletter. A link "Click Here" is provided to view past emails. The form is titled "Contact Information" and includes fields for "Name" and "Email", both marked with an asterisk. Below the form is a CAPTCHA section with the instruction "Please answer the CAPTCHA below to prove you are a human. The letters are case sensitive." and a "Send Email" button. The background features a vertical strip of red circular lights on the left.

Email Sign-Up Form

Interested in receiving updates from Nage on new menu items, events at your local restaurant and more? We send out a monthly newsletter on everything Nage. You should be getting it!

Would you like to view our past emails before you sign up? [Click Here](#)

Contact Information

Name *

Email *

Please answer the CAPTCHA below to prove you are a human. The letters are case sensitive.

Send Email

Include Sample Archives

Provide a preview of archives to capture new contacts

Microsoft Dynamics CRM Newsletters by PowerObjects

PowerObjects releases a monthly newsletter on **Microsoft Dynamics CRM, Hosted CRM and xRM** with offers, learning opportunities, case studies, tips and tricks for current **CRM** users, and PowerObjects updates. Sign up today to start receiving this **free Microsoft Dynamics CRM** newsletter!

Check out the bottom of this page for past **Microsoft Dynamics CRM, Hosted CRM and xRM** newsletters!

Sign me up!

Company:*	<input type="text"/>
Title:	<input type="text"/>
First Name:*	<input type="text"/>
Last Name:*	<input type="text"/>
E-Mail:*	<input type="text"/>
Phone Number:*	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City:	<input type="text"/>


CRM Newsletter	Date Sent	Link to CRM Newsletter
Aug 2010	Aug 18, 2010	Aug 2010 Dynamics CRM Newsletter
July 2010	July 17, 2010	July 2010 Dynamics CRM Newsletter
June 2010	June 10, 2010	June 2010 Dynamics CRM Newsletter
May 2010	May 18, 2010	May 2010 Dynamics CRM Newsletter
Apr 2010	Apr 9, 2010	April 2010 Dynamics CRM Newsletter
Mar 2010	Mar 11, 2010	March 2010 Dynamics CRM Newsletter
Feb 2010	Feb 18, 2010	February 2010 Dynamics CRM Newsletter
Jan 2010	Jan 18, 2010	January 2010 Dynamics CRM Newsletter


Driving Traffic to Sign-up Form

- Drive traffic to your form through marketing efforts:
 - Events, trade shows, presentations, newsletters, link on email signature



- Pay-per-click ads

Newsletter Sign up
Sign Up for Exclusive Kellogg's™
Promotions & Start Saving Today.
www.Kelloggs.com/Promotions


Storksak + Free Ship + Bonus Gift
Newsletter signup for promos,
specials and instant coupons. Free
ship.
TinyTruffles.com


Using Social Media to Build Lists

Social Media Tips



Twitter:

- Tweet your website and link to free email news and tips

PastorRicardo Check out **my** Children's Ministry **website** and sign up for **my** weekly email news and leadership **tips** at <http://bit.ly/a5r2v4> #kidmin

- Tweet a special offer if you sign-up

ANFASHION Signup for email **newsletter** to get discount. @anfashion <http://stores.ebay.com/anfashion>
<http://twitpic.com/2p3h1f>
13 minutes ago via Twee2

- Tweet newsletter and provide link to sign-up

MSMidMarket The **Microsoft** Business Insights **newsletter** can help build your skills and keep your business growing. Register here: <http://bit.ly/9YeWQz>
2:21 PM Sep 13th via web

LinkedIn:

- Add link to the sign-up form end of Summary information
- Add link in the websites section, "Sign-up for free CRM tips."

LinkedIn Home Profile Contacts Groups Jobs Inbox (35) More...

Cambridge Women's Network - Apply now to see if you're e

Edit My Profile View My Profile

Jennifer Culbertson (you)

Experienced Marketing Consultant - Technology and Professional Services
West Palm Beach, Florida Area | Marketing and Advertising

Current	• Owner at Looking Glass Marketing, Inc.
Past	• Director of Marketing at Templeton & Company ☐ • Director of Marketing at Compuware Corporation ☐
Education	• Albion College • Wayne State University
Recommendations	5 people have recommended Jennifer
Connections	115 connections
Websites	• Looking Glass Marketing • My Blog • Sign up for my marketing tips
Public Profile	http://www.linkedin.com/in/jenniferculbertson1

Social Media Tips

facebook



- **Facebook:**

- **Add opt-in email sign-up** to your company Facebook page for your business.
- **Send an email to your fans and friends** asking to officially join your list.

- **Blog:**

- **Add a sign-up form** on your blog.
- **Republish newsletter content on your blog and** link to sign-up for future issues.
- **Guest write for other blogs and publications** – Include links to your website and sign-up forms part of your bio and in all articles.



Viral Marketing – Forward to Friend

- Add “Forward to Friend” or “Share with Others” link and buttons in email communications
- Add “share/tell a friend” link below each newsletter article

“89% of U.S. adult internet users share email content with friends, family and associates.” - Sharpe Partners

External Lists

Benefits of External Lists

- Quickly expand, enhance, augment database
- Obtain very targeted list that you might not otherwise be able to build
- Ability to expand or update the type of information you may need for contacts i.e. titles

Typical Issues With External Lists

- Finding reliable and affordable lists that fit your exact needs
- Inability to pick exact criteria including titles, levels, roles, company size, industry, etc.
- Lack of visibility into the data being purchased
- Having to purchase a set minimum number
- No insight into duplicate information already in my system
- Can be costly!

Feedback on External Lists

- Who's acquired external lists
- What's your feedback?
 - What has worked for you?
 - What hasn't worked?
 - Lessons learned?

List Building Sources – External Lists

- **List Compilers** - Large databases populated with information collected from various sources including directories, contacts from trade shows, public records, social sites, credit reports, etc.
 - Jigsaw
 - InfoUSA
 - D&B
 - NetProspex
 - Demandbase
 - ReachForce
- **List Brokers** - act as a "go-between" matching list owners to those who wish to buy or rent lists, receiving a commission from the list owners.
 - MeritDirect
 - IDG
 - Marketry
 - B2B Data Group
- **Other Sources**
 - Association lists
 - Chamber of Commerce, local business groups, etc.
 - MPN list resources

Questions to Ask Before Acquiring a List

What makes your data unique?

- It is important to ask what makes the data in the list you are considering unique, and be sure it is not compiled from sources you have already purchased from recently.

How often do you refresh your data?

- It's important to know how often your data provider adds names to their database, but it is perhaps even more important to know how often they remove names from their database and what steps they take to prevent "dead" names from being added back to the system.
- Good companies will regularly run campaigns to contacts in their database to both verify the validate business contacts as well as give these contacts the opportunity to opt out.

How is your data priced? Is there a minimum purchase?

- If you can get a per-contact price of less than \$1 per contact (with email), then you are doing very well – but if you are required to spend at least \$5K then it might not be such a good deal.

How do you handle inaccurate data?

- Expect inaccurate data no matter what, especially in a down economy.
- Understand the "return policy" in advance.
- Good companies will offer full credit back for all business contact data proven to be inaccurate or they will replace the wrong data.

Questions to Ask When Acquiring a List – Cont.

Do you remove or credit duplicates for contacts I already own?

- Make sure your data provider has some sort of system in place to remove or to credit back contacts you already own.

How are your lists targeted? Do I need to pay for any filters to further refine my list?

- Some data providers charge you to run filters against their database that help you to target your list to your specific needs. For example, if you were looking for a list of marketing contacts at software companies you might be charged \$300 to remove all non-software companies and another \$300 to target the marketers. Data companies do this to try to discourage filters which might reduce the size of the list they are trying to sell you. Be aware of both the costs associated with building a more targeted lists.

Do you subscribe to the United States Postal Service National Change of Address ("NCOA") database?

- This database tracks the whereabouts of the more than 4 million businesses that relocate every year. Ensuring that your list is NCOA validated will help reduce the volume of returned mail from your marketing program.

Do we own the data, or is this a list rental?

- Make sure to clarify if the cost per lead is for a rental or for a list purchase.

Can I send email to the contacts I purchase from you? Are they “opt-in”?

- If you are buying a list from a vendor and they claim that the entire list is “opt in” be very careful, and keep in mind that they have not “opted in” to receiving emails from *you*.

Get the Data You Want

- Develop detailed list order criteria:
 - Location (state, metro, county, city)
 - Industry (SIC codes)
 - Demographics (revenue or employees)
 - Job Function/Titles
- For rentals, ask to see “data card” - Data cards include the characteristics of lists, such as the quantity and source of the list(s), along with the rental cost, selects, average order size, restrictions, minimum order requirements, list formats, etc.

Construction Industry Database in the USA		7 Last Updated 08/2006
1 754,214	2 Construction Industry Database	3 \$95/M
in the USA		8 Source: Direct Mail, Public Records, Telemarketing
4 Just Updated! These building trades people are responsible for everything from masonry, to roofing, to fire protection systems & many more selectable specialties. Although licensing requirements vary from area to area, in general, tradesmen usually must pass an examination that tests their knowledge of their specialized field as well as local electric and building codes. Most tradesmen learn the trade by completing a 4- or 5-year apprenticeship program. Many states are now requiring continuing education certification. This list reaches specialists who purchase tools, books and publications, industry specific materials, seminars and general business products. They are excellent candidates for many offers.		9 Selections: Geography \$10/M Gender \$10/M Trade \$10/M
5 Gender		10-13 Addressing: 4-Up On-machine M/C Diskette \$35/F Via E-mail \$35/F Mag Tape \$35/F Key Code \$3/M Title Slug \$10/M Run Charges \$10/M Split \$25/F
Female	56,229	14 Minimum Order: 5,000
Male	648,776	15 Turnaround: 4 Days
Title		16 Terms and conditions
Owners	83	1. We believe the information in this list to be accurate but we cannot guarantee its accuracy or the outcome of a mailing. 2. Stated prices are for one-time usage only. Multiple and unlimited use arrangements are available. 3. Net name arrangements are available on large orders for many lists. 4. Commissions are paid to recognized brokers and advertising agencies at standard industry rates. 5. Names will be shipped only to a bonded mail house or service bureau.
President	865	
Treasurer	100	
6 State Counts		
AL 10,251	MT 675	
AR 4,290	NC 14,391	
AZ 10,558	ND 361	
CA 237,677	NE 573	
CO 17,547	NH 4,814	
CT 43,404	NJ 4,863	
DC 294	NM 944	
DE 578	NV 2,840	
FL 76,338	NY 8,659	
GA 24,684	OH 15,350	
HI 623	OK 1,708	
IA 775	OR 19,664	
ID 11,514	PA 3,588	

to the base rates.

List Search Tool

The screenshot shows the 'NextMark List Search Tool' interface. At the top left is the logo for 'NextMark List Search Tool for DMA Members' (Direct Marketing Association). To the right is the slogan 'The Power of Direct. Relevance. Responsibility. Results.' Below this is a search bar with a magnifying glass icon, a 'Search' button, and dropdown menus for 'All Markets' and 'All Mailing Lists', followed by a 'for' label and an empty input field, and a red 'Go' button. A progress indicator below the search bar shows five steps: 1 Search (highlighted in red), 2 Results, 3 Data Card, 4 Request, and 5 Finished.

Mailing List Search Tool

This free mailing lists search tool by [NextMark](#) is built exclusively for DMA Members and guests. Enter your criteria below then press the search button to find the mailing lists you need for your next direct marketing campaign.

Mailing Lists Search Tool

Keywords:

Market:

- All Markets
- Consumer
- Business

Medium:

- All Mediums
- Postal Mail
- Email
- Telephone
- Package Insert
- Statement Stuffer

Search 60,000 mailing lists

Other List Research Tools

- www.zapdata.com
- www.jigsaw.com
- www.manta.com

Managing Your Lists

List Cleansing and Management

- According to MarketingSherpa:
 - Data degrades at 2.1% per month
 - Every year 25-30% of your data is inaccurate
 - Fueling lead generation programs with incorrect data will result in a decrease in marketing effectiveness and sales conversions.

List Cleansing

Why keep a clean list?

- Saves cost – mail and email
- Prevents stats from being skewed – need to remove bad data
- Improves deliverability rates and overall effectiveness

Three steps for good list hygiene:

1. Identify contacts and addresses to remove
2. Check for inactivity
3. Try to reactivate the inactive before removing

Remember to
Clean Up
Lists!



Managing Inactives

- No opens or click for at least 6 months
 - Try to re-engage
 - Try different send days and times
 - Try different subject lines
 - Send “can’t refuse” offer or “best of” series with your best content
 - If no response, send final email letting them know you will be removing them and see if they respond

CAN-SPAM Act for Email



- Signed into law in 2003, The CAN-SPAM Act, sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.
- Covers all commercial messages, which the law defines as “any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service,” including email that promotes content on commercial websites. The law makes no exception for business-to-business email.
- Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$16,000, so non-compliance can be costly.

CAN-SPAM Guidelines

- **Don't use false or misleading header information.** Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.
- **Don't use deceptive subject lines.** The subject line must accurately reflect the content of the message.
- **Identify the message as an ad.** The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.
- **Tell recipients where you're located.** Your message must include your valid physical postal address. This can be your current street address, a post office box you've registered with the U.S. Postal Service, or a private mailbox you've registered with a commercial mail receiving agency established under Postal Service regulations.
- **Tell recipients how to opt out of receiving future email from you.** Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future.
- **Honor opt-out requests promptly.** Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message. You must honor a recipient's opt-out request within 10 business days.
- **Monitor what others are doing on your behalf.** If you hire another company to handle your email marketing, both the company whose product is promoted in the message and the company that actually sends the message may be held legally responsible.

For more information: <http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm>

Privacy Statement on Website

When you are collecting information, make sure you have a privacy statement on your website.

“XYZ Company recognizes your right to confidentiality and is committed to protecting your privacy. We are not going to sell or share your information...”



Direct Marketing Association to help you build a privacy policy:

<http://www.dmaresponsibility.org/PPG/>

or <http://www.freeprivacypolicy.com/free-privacy-policy.html>

Resources

- **Microsoft Partner Network List Sources:** <https://partner.microsoft.com/US/40115054>
- **List Search Tool from the DMA and NextMark:** http://lists.the-dma.org/?src=dma&utm_source=dma&utm_medium=button&utm_campaign=betterlists
- **North American Industry Classification:** <http://www.census.gov/epcd/naics02/>
- **SIC Codes:** <http://www.census.gov/epcd/www/sic.html>
- **Direct Marketing Association Do-Not-Mail:** <http://www.the-dma.org/donotmail/> (some states have different rules)
- **FTC SPAM Site:** www.ftc.gov/spam
- **Email Experience Council:** www.emailexperience.org - email marketing arm of the Direct Marketing Association

Ready-to-Go Marketing Services

LEAD SERVICES



Contact List

Obtain customized, targeted contact lists for use in your marketing and sales efforts

Select a service package from the comparison chart below for additional package details.



Microsoft Partner Network

Service Package	Contact List	Data Appends and Cleansing	Guaranteed Email List	Direct Marketing & Telemarketing List	Ci Technology Leads
Service Provider	Jigsaw	Jigsaw	Viametric	InfoUSA	Harte Hanks
Purchase option	✓	✓	Starts at \$0.55/record	One year expiration	One year expiration
Rental only option			Starts at \$0.35/record		
Unlimited use	✓	✓	✓	For one year	For one year
Contact records added & verified by a community of active users	✓	✓			
Custom data cleansing option		✓	✓		
Minimum purchase	None	\$500	\$1,000	None	None
Other		Additional data processing fees may apply	E-mail-only appends start at \$0.45/record		
Price	\$0.85/record	\$0.85/record	Varies	Varies	Starts at \$0.37/record
	LEARN MORE	LEARN MORE	LEARN MORE	LEARN MORE	LEARN MORE

List Brokers

List brokers at a glance

Company	Location	URL	Phone	Key Executive	Key Clients
Acton International	Lincoln, Neb.	www.acton.com	(402) 742-2820	Jonathan Lambert, CEO	American Express Corp.-International, Experian U.K., Marriott Travel Club
ALC	Princeton, N.J.	www.alc.com	(609) 580-2901	Owen McCorty, president-customer acquisition services	Citibank, Merrill Lynch, HealthMarkets, Harry & David
Direct Media	Greenwich, Conn.	www.directmedia.com	(203) 532-1000	David Gaudreau, VP-b-to-b brokerage	Staples, Lorman Educational Services, American Management Association
Edith Roman Associates	Pearl River, N.Y.	www.edithroman.com	(800) 223-2194	Sean Sullivan, VP-list brokerage	Dell, Digi-Key Electronics, New Pig, Oracle, Fred Prior Seminars, Intuit
IDG List Services	Frammingham, Mass.	www.idglist.com	(888) 434-5478	Kathryn Marston, brokerage services manager	Computeworld, Network World, InfoWorld, World Expo, IDC
Integrated Direct Marketing	Peston, Va.	www.integrated-dm.com	(703) 547-4961	Chad Slater, president	CDW, Engineering Services (FarmTek, TekSupply, Clearspan), Northern Tool & Equipment, Lab Safety Supply, Sam's Club
L.L.S.T. Incorporated	Armonk, N.Y.	www.H-st.com	(914) 765-0700	Glenn Freedman, president-CEO	IBM, QAS, TMC Publications, McGraw-Hill Cos, MSC Industrial
Lake Group Media	Rye, N.Y.	www.lakegroupmedia.com	(914) 925-2400	Ryan Lake, CEO	Wall Street Journal Online, American City Business Journals, The Economist, Uline Shipping Catalog
List Services Corp.	Bethel, Conn.	www.listservices.com	(203) 743-2600	Malcolm M. McCluskey, CEO	Pitney Bowes, Moore Medical, Cafton Industries
Marketry Inc.	Bellevue, Wash.	www.marketry.com	(800) 346-2013	Bruce Morrison, account supervisor	American Power Conversion, VMware, Stamps.com, Questex Media, Borland, Frontrange Solutions, IDG, Juniper Networks
MeritDirect	White Plains, N.Y.	www.meritdirect.com	(914) 368-1030	Ralph Drybrough, CEO	BusinessWeek, Citrix Systems, Headsets.com, 4 Imprint, Lands' End Business Outfitters, Microsoft, OfficeMax, Taylor Corp.
Oceanos Marketing	Hingham, Mass.	www.oceanosmarketing.com	(781) 804-1010	Brian P. Hession, president	Iron Mountain, IDC, Sun Microsystems, Thompson, Carat, Tweeter
ParadyszMatera	New York	www.paradyszmateram.com	(800) 557-6782	Eric Johnson, VP-business development	Capital One, Wall Street Journal, BusinessWeek, DeVry University, Uline, Hello Direct
Specialists Marketing Services—B2B Group	Farmingdale, N.Y.	www.specialistsms.com	(631) 306-5224	Peter Candito, exec VP	Oracle, SAP, WebEx, ITEC, People to People Ambassador Programs, adtech
Statistics	Danbury, Conn.	www.statistics.com	(203) 778-8700	John Papalia, president-CEO	Canon Communications, National Fire Protection Association, Lebar-Friedman, PennWell Publishing, Hanley Wood Publishing
Teramedia, a V12 Group company	Orlando, Fla.	www.teramedia.com	(407) 420-1108	Steve Hardigree, president	Catalogers, publishers, retailers
VentureDirect Worldwide	New York	www.venturedirect.com	(800) 715-9272	Jim Scova, VP-list services	TopUSA, Pritchett Organizational Development, TechTarget, Brainstorm Group, Direct Promotions, Dun & Bradstreet
Walter Karl	Pearl River, N.Y.	www.walterkarl.com	(845) 620-0700	Rob Fitzgerald, president	Citrix, Monster.com, OneSource, 101communications
Worldata	Boca Raton	www.worldata.com	(800) 331-8102	Jay Schwedelson, corporate VP	Cisco, Dell, AMD, Nortel

List Compilers

List compilers at a glance

Company	URL	Phone	Key Executive	Key Lists	B-to-B Names (in mil.)	CPM
Abacus, a division of Epsilon	www.abacus-us.com	(877) 368-2532	N/A	Cooperative database of 75 million business contacts	75	p: \$85
Acton International	www.acton.com	(402) 742-2820	Jonathan Lambert, CEO	Japan Business, Japan Small Business, Hong Kong Business Executive, White Collar Business Owners at Home Address	12	p: \$75-\$250
ADVO Inc.	www.advo.com	(860) 285-6100	Scott Harding, CEO	Business addresses (walk-sequence saturation only; addresses do not include company name, SIC codes)	13	p: \$20
Amacai Information Corp.	www.amacai.com	(312) 924-3000	Nick Tassi, VP-sales	New businesses on demand, U.S. national business	15	p: \$70-\$250
D&B Corp.	www.dnb.com	(800) 624-5669	Steven Alesio, chairman-CEO	U.S. marketing file, Worldbase, executive names, women & minority-owned businesses, telemarketing, Hot List, Geo-Connect, Building-Level Data	50	p: \$30-\$154 t: \$45-\$177
Edith Roman Associates	www.edithroman.com	(845) 731-2672	Josephine Messina, VP-direct marketing	Banking & financial databank, chief financial officer, presidents database, homeland security executives, american buildings and service contractors	18	p: \$75-\$125
Experian Information Solutions	www.experianb2b.com	(800) 509-5604	Mark Zablan, president	National business database, Cottage File, Hotline File, business owner link, business owner link-corporate file, ethnic, b-to-b triggers	18	p: \$60-\$200
Harte-Hanks Market Intelligence	www.citdb.com	(800) 854-8409	Randy Wussler, managing director-market intelligence	CI Technology Database, CI Triggers, CI WholeMarket, CI Super Plans, CI Tech Leads, CI Market Connect	2	p: \$200 e: \$450 t: \$750
Hoover's, a D&B company	www.hoovers.com	(512) 421-4346	David Mather, president	24 million companies and 31 million decision-makers globally	31	p: \$75/month
Hugo Dunhill Mailing Lists	www.hdml.com	(800) 223-6454	Maurice Herrera, VP-retail sales	Business executives, clubs and organizations, doctors, nurses, dentists, attorneys	22	p: \$65 e: \$150-\$350 t: \$15, f: \$45
idEXEC Inc.	www.idexec.com	(877) 443-3932	Jim Hanlon, director of sales	900,000 global public and private companies, executive decision-makers in 63 job functions, online database	2	p: \$250-\$350
infoUSA.com	www.infousa.com	(800) 321-0869	Vinod Gupta, CEO	New businesses-daily updates, global b-to-b list, business owners & professionals by classification, physicians and dentists, work-at-home businesses	14	p: \$100-\$200
Marketry Inc.	www.marketry.com	(800) 346-2013	Greg Swent, president	Real estate masterfile	2	p: \$60
MCH Inc.	www.mallings.com	(800) 776-6373	Peter Long, CEO	Business-to-institution (b-to-i) databases & lists, including government officials, hospital administrators, physicians, educators and church pastors	8	p: \$40-\$95 t: \$90-\$200
MKTG Services	www.mymailingleads.com	(800) 732-9250	Stacey Girt, senior VP	Business power source, MKTG U.S. Business Telephone Connects, Business Power Source Small Business Owners	30	p: varies
OneSource Information Services	www.one-source.com	(866) 354-6936	Phil Garlick, president	21 million executives at 17 million companies globally	21	p: \$250-\$350
Teramedia, a V12 Group company	www.teramedia.com	(407) 420-1108	Steve Hardigree, president	Trident	11	p: \$30-\$100 e: \$50-\$150

Final Thoughts

- Don't underestimate the importance of your marketing lists
- In-house lists are best lists. Build them through your marketing efforts, website and social media
- Augment with external lists but ask the right questions to make sure you get what you want
- Don't let data get old - Be sure to clean up and maintain lists regularly
- Get up to speed with CAN-SPAM rules

Wrap Up

- Marketing consulting organization with expertise working with Microsoft Dynamics partner organizations to drive new marketing opportunities and results. Services include:
 - Virtual Marketing Director program
 - On-demand Marketing Resource Desk via Email
 - Marketing Execution and Project Management
 - Writing and Content Development
- Provide your email/business card to me and receive a copy of the presentation and be added to receive marketing tips and tricks.
- Go to www.lookingglassmarketing.com to sign up for Marketing Tips & Tricks
- Complete your evaluation form

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