

# Guide to Lead Generation with Purchased Email Lists

*The Data Solution Provider's Guide to Lead Generation*



# Why Read This?

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Marketers and sales professionals are always looking for new ways to generate leads. One way that is gaining popularity is using purchased email lists. This guide will discuss how to use purchased email lists to generate leads, as well as the pros and cons of this method. It will also provide tips on how you can avoid common mistakes when implementing this type of marketing strategy.

Since data is king in today's world, we'll also highlight why prospect data is important for lead generation strategies. Marketers shouldn't have to waste time or money targeting prospects who aren't a fit for their products or services.

This guide should be helpful whether you're just starting out with cold email marketing campaigns, looking for an alternative list source, or need some tips on how to make purchased lists work for you.

Let's get started!



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# About ListMatch

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At ListMatch, we're dedicated to providing our clients with targeted and affordable data solutions possible.



We understand that in order to be successful, you need access to high-quality leads. And that's what we provide: a list of target accounts that fit your unique criteria. Whether you're looking for B2B or Consumer Contact lists, we have you covered.

We know it can be difficult to find a lead generation product that meets all your needs, but that's where ListMatch comes in. We pride ourselves on being the go-to source for data solutions, and our team is committed to providing excellent customer service.

ListMatch came into being when we saw a need for a data solution that was both accurate and affordable. We knew we could provide a service that would make a difference for our customers, and so we set out to do just that.

Our core principles are scalability, affordability, and customer service. We believe these are the three pillars of a successful data solution, and we've built our business on them. No customer should have to choose between quality and price, and that's why we offer both.

# Data Is Gold

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There used to be a time when generating leads was as simple as putting an ad in the local paper or on the radio. Those days are long gone!

In today's digital age, businesses need to go beyond traditional marketing methods if they want to reach their target audience. The sophisticated consumer has learned to tune out traditional ads, which means businesses need to find new and innovative ways to reach them.

Data in the modern age is digital gold. It is not about sending everything out to everyone and waiting for what sticks. It is about finding the right people to target and then sending them the right message. What do the biggest entrepreneurs have in common? They all use data.

They are not marketing everything to everyone. They are laser-focused on their target audience and they use data to identify and reach them.

Within this, email marketing is still one of the most effective ways to reach your target audience. It allows you to send a personalized message straight to their inbox.

However, email marketing isn't the only use for data. There are countless options on how you can use data to positively impact your business.



When you buy a data list, you're not just getting email addresses. You're also getting detailed information about each of those contacts, including their names, titles, company sizes, and more. This makes it easy to personalize your messages and make sure that they are relevant to each individual contact.

When you are getting started, it's always 100% of the time better to buy an email list than to try and build one yourself. It will save you time, money, and a lot of headaches. Not to mention, it will help you reach your target audience much faster and more effectively.

# Is Buying A List Safe?

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This is a very common question that we get here at ListMatch. The simple answer is: Yes, it is perfectly safe and legal to buy a list to generate leads and use cold email marketing.

However, there are a few things to keep in mind when buying a list to make sure that you're getting quality data that will be useful to your business.



- Make sure that the list is from a reputable source. Many fly-by-night list providers out there will sell you outdated or inaccurate data.
- Check to see if the data is recent. You don't want to be contacting people who haven't been active in years.
- Make sure that the data is targeted to your specific industry or demographic. Generic lists will be less effective than lists that are tailored to your target market.
- Don't send spammy content. Your content will ultimately decide your success, no matter how good a list is.

The concerns usually stem from the fear of getting blacklisted. If you're using the list for email marketing, make sure to only use cold email software until the prospects start engaging with you.

So, is buying a list safe? The answer is unequivocal, Yes! Buying lists from a reputable source is both legal and safe and can be an extremely effective way to generate leads and grow your business. Just make sure to keep the following tips in mind when selecting a provider.

# 4 Proven Ways to Use Purchased Lists to Generate Leads

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It's no secret that the best way to get ahead in any field is to learn from those who have come before you. In the world of business, this means studying the successes and failures of others in order to apply their lessons to your own career. And when it comes to generating leads, purchasing a contact list is one of the smartest things you can do for your business.

Email lists have been used for years by some of the most successful businesses in the world, and for good reason. They are an incredibly effective way to reach out to potential customers, and when used correctly, can result in a surge of new leads and business opportunities.

List providers don't just hand over email addresses, you get names, postal addresses, and often phone numbers too. Job titles and other demographic information are also available, so you can target your list by specific criteria.



## Cold Email Marketing

One of the most popular ways to use email lists is for cold email marketing. This involves sending a promotional email to a list of people your company has not previously contacted. The goal is to pique their interest and get them to click through to your website, where they can learn more about what you have to offer.

To make the most of this strategy, it's important to target the right people with your message. The best way to do this is by selecting a contact list that matches your target audience.

For example, if you're selling a product that targets seniors, you would want to select a list containing the names of people over the age of 65. On the other hand, if you're selling a product geared towards young adults, you would want to select a list with names of people in their 20s and 30s.

Once you have the correct list, the next step is to craft a compelling message. Your goal is to get the recipient to take action, so make sure your email is clear and concise. Include a call-to-action (CTA) that tells the reader what you want them to do, whether it's clicking through to your website or calling your sales team.



It's also important to personalize your emails as much as possible. Include the recipient's name in the subject line or body of the email. Personalized emails stand out from the crowd and are more likely to be read.

Finally, always test your emails before sending them to a large group of people. This can be done by sending them to a small group of friends or colleagues for feedback.

The point is, you wouldn't want to email everyone on your list the same generic message. That's a surefire way to end up in the spam folder. Secondly, tailoring your message to each individual is a great way to improve your open rates.



## Custom List for Sponsored Ads

Another common use for purchased lists is creating a custom audience for your sponsored ads. This is a great way to reach out to potential customers who might be interested in what you have to offer.

When creating a custom audience, you'll start by uploading your purchased list to the platform. We'll be looking at an example of running sponsored ads on Facebook.

Facebook will then match the email addresses on your list with the profiles of people who have those addresses. Once the matching process is complete, you can create a customized ad campaign that targets these individuals specifically.

Similarly, LinkedIn also offers the ability to create custom audiences for your sponsored content. LinkedIn will match the email addresses on your list with the profiles of its members. Once the matching process is complete, you can create a customized ad campaign that targets these individuals specifically.



Both Facebook and LinkedIn offer several targeting options that you can use to reach your potential customers. The great thing about using a custom audience is that you know the people you're targeting are already interested in what you have to offer. This means you can focus on delivering a strong call-to-action and increasing your conversion rates.

This approach works very well because it allows you to laser-focus your marketing efforts. Instead of wasting time and money on showing your ads to everybody, you can target your ads at people who are likely to be interested in your product or service. This strategy also has the added benefit of increasing your conversion rates. When people see an ad that is relevant to them, they are more likely to take action and purchase your product or service.



## Direct Mail

Depending on your provider, you can also purchase a list with the mailing addresses of individuals. This is very useful for direct mail campaigns, which involve sending a physical piece of mail, i.e., a postcard, to the people on your list.

To make the most of this strategy, it's important to craft a compelling message that will grab the reader's attention. The headline is one of the most critical elements of your postcard. It should be short, sweet, and to the point. You want to make sure it's something that will stop the reader in their tracks and make them want to learn more about what you have to offer.



The body of your postcard should be clear and concise. You don't want to overwhelm the reader with too much information. Instead, focus on delivering a strong call-to-action that tells the reader what you want them to do next. This could be something as simple as visiting your website or giving your sales team a call.

It's not that popular nowadays, but there's still a very large population who grew up with postcards, so it's important not to discount this strategy.



## Telemarketing

Your purchased lists can also be used for telemarketing purposes. This involves calling the people on your list and trying to sell them your product or service. Telemarketing can effectively reach out to potential customers, but it's essential to do it right.



The first step is to make sure you have a strong script. This is the foundation of your telemarketing efforts and will determine whether or not you're successful. Take the time to write a script that flows well and sounds natural. The last thing you want is to sound like you're reading from a script.

Once you have your script down, it's important to practice it before making any calls. This will help you get comfortable with the material and ensure that you sound natural when you're on the call.

When making calls, it's important to be respectful of people's time. Don't try to sell them something they don't need or want. And always be prepared to answer any questions they may have.

If you follow these tips, you'll be well on your way to success with telemarketing.

This section aims to show the you that there are multiple ways to use purchased lists and that each has its unique benefits.

There's no business without customers and leads. One of the cost-effective ways to do it is by using a purchased list.

# What Not To Do With Purchased Data?

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When you purchase a contact list, it's important to remember that the data is only as good as your ability to use it correctly. If you don't follow best practices, you'll end up wasting your time and money. Here are four things you should never do with purchased data.



## 1. Don't Buy Data That Is Outdated

One of the most common mistakes people make is buying data that's outdated. If you're going to spend money on an email list, make sure you're getting your money's worth by checking the date of the last update. The last thing you want is to start your campaign only to find out that half of your leads are no longer interested in what you have to offer.

## 2. Don't Use Incomplete Data

Another mistake people make is using incomplete data. Just because an email list includes a person's name and email address doesn't mean it's complete. Before you start your campaign, take the time to verify that all of the data is accurate and up-to-date. The last thing you want is to send your emails to the wrong people.

## 3. Don't Spam Your Leads

When you purchase a list, it's important to remember that these contacts have not given you permission to reach out to them. As such, it's important not to spam your prospects. If you do, you'll quickly find yourself on the receiving end of a lot of angry emails and phone calls. Not only will this hurt your reputation, but it could also get you in trouble with the law.

## 4. Don't Forget to Clean Your Data

Finally, don't forget to clean your data. Just because you've purchased a list doesn't mean that you can use it right away. You'll need to take the time to remove any duplicate or invalid entries. If you don't, you could waste a lot of time and money sending your emails to no longer active or bounced emails.

## 5. Don't use the purchased data with opt-in email service providers

Purchased data is not compatible with most email service providers. Services like MailChimp, ActiveCampaign and similar brands require that subscribers opt-in to your emails before they start receiving them. If you try to upload a purchased list into one of these services, you'll quickly find yourself violating their terms of service.

Purchasing a contact list can be a great way to generate leads. However, it's important to remember that the data is only as good as your ability to use it correctly. If you don't follow best practices, you'll end up wasting your time and money. By following the tips above, you can ensure that your campaign is successful!

## Parting Words

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If you're like most business owners, you know that generating leads is essential to your success. And if you're like most salespeople, you know that the key to winning more deals is finding qualified prospects. So where do you find them?



The answer is simple: You buy them. But not just any old list of leads. You need a list that's tailored to your specific requirements. A list that's accurate and up-to-date. A list that's affordable and easy to use. That's where ListMatch comes in. We provide B2B and Consumer Contact lists that are perfect for your next lead gen campaign.

Don't waste your time on lists that are outdated, inaccurate, or just plain bad. ListMatch is the solution you've been looking for. Contact us today and let us show you what we can do.

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[www.listmatch.com](http://www.listmatch.com)