

# tips&resources

## Mailing Lists

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What you need to know about commercial mailing lists



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# Mailing Lists

## All you need to know about commercial mailing lists



Business lists are generated by companies like Dun & Bradstreet, who call and confirm information about your business. Be sure to take those calls. Incorrect or inaccurate information can show up on a list if companies don't take the calls, or if they're routed to someone who doesn't know the answers.



About 75 percent of the names on any given list are good leads, but the contact person's name may or may not be correct. We usually opt to eliminate the contact person listed, and instead, call the company to get the latest information.



Five percent of a list you buy will be "checker" leads; if you bought a limited-use list, the company that sold it to you uses these names to make sure you are only using the list once.



About 20 percent of the information on the list will be invalid, as companies go out of business or moved. A majority of new businesses fail within three months; another 50 percent of the remainder are gone after three years.



If you personally make contact with a person on your list, they become "your name" and you get to use them on your mailing list indefinitely.



When asked categorical questions people tend to overestimate sales, employee numbers and other figures. Go large on business size and sales categories to properly attract the right client.



Lists are generated or cleaned about a month before you buy them. Use your list immediately for best results.