



Marketing Essentials

How to Build Your Lists & Keep Them Clean





Building your mailing lists is easier than you think.

Once you make it a priority, you'll look for every opportunity to get people to share their contact details with you – **and their permission to email.**

Here are just a few ideas to get you started.

Remember, be ethical in your data capture methods and you'll benefit in the long run.

Here is ours: enquire@dolezalconsulting.com

There, you see how easy it was?





Data can be collected (face-to-face) at every customer touch point

- Sales team or account managers
- Marketing department
- Service and repairs departments
- Conferences & trade shows
- Networking events
- Any meeting point with potential or existing customers

Encourage subscription to your email list at every opportunity: in every verbal communication with customers check you have an up-to-date email address.
Create data capture opportunities for trade shows and events.

REMEMBER: HAVE ONE CENTRAL DATABASE WHERE ALL CONTACT DATA IS STORED





Data can be collected online too

- Newsletter signup form on your website
- Contact form
- Competition on your website, or on a website with lots of quality traffic
- Customer purchase through your website
- Customer care touch points: enquiries, feedback
- Upgrades are an opportunity to refresh data or ask for more information
- Lead Pages and Landing Pages
- Pop ups that encourage sign ups
- Free downloads (Lead Magnets) – in return for an email address

Encourage subscription to your email list at every opportunity: Social Media platforms, website, print, email footer, events, competitions, data capture exercises - this is your inner circle.





Spam, spam, spam...

not just a problem for Monty Python

The recipient decides if you're spamming

- Unfamiliarity with you, your business or brand
- They don't remember opting in
- The content of your email campaign is irrelevant
- Your email was an unpleasant experience
- They already opted out

The technical definition of SPAM is if a message is both unsolicited AND bulk (the identical campaign has been sent to more than one recipient).





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