



How to Clean up Your Email Marketing List

By Mackenzie Froese

The cornerstone of a successful email marketing program is a solid list. And whether you're planning to send emails to clients, candidates or both, you need to make sure your email list is clean.

What Does a "Clean" Email Marketing List Mean?

Having a clean list means no emails that are:

- Out of date
- Irrelevant
- Misspelled
- Opted Out

Maintaining a list that's both robust and accurate (i.e., it targets current and relevant decision-makers) is critical to the success of your marketing and overall business success. Not only will cleaning up your list make for better internal records, but it will also make sure you are sending intentional content that answers the questions people on your lists are asking.

How Can You Clean up Your List?

To start cleaning up your list, go through it to search for typos or misspellings. An email won't go through if you spell Outlook as Outlok by accident. Then, check to see if anyone you know has moved on to another company or asked to be removed from your mailing list. Make sure they are not still receiving your emails, as they could file a SPAM complaint if they opt-out and their request is not honored.

Can't You Just Purchase a List and Be Done With It?

You can... but we don't recommend it. Using a purchased list may be quick and convenient, but it's also highly likely the list will contain addresses that are not compliant with the CAN-SPAM Act (violations of which could cost you up to \$43,792 – PER EMAIL).

As an alternative, consider partnering with email and content marketing experts like [Haley Marketing](#). By working with a reputable and qualified agency, you have access to a mailing system with filters that work to clean your email list for you. Not only does our system keep track of opt-outs, it also filters out bad/misspelled and invalid email addresses and sends you a report so you can fix just the emails with those issues instead of hunting them down on your own time.

Remember, your email marketing campaign's success depends on the quality of your list. Make a habit of regularly reviewing, updating and growing your marketing list – so your marketing delivers the results you need.



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