

## Using Online Locators for E-Mail Marketing

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**INTRODUCTION.** Being able to locate prospective customers is essential to the survival of any business. E-mail locator (look-up) Web sites provide small, minority- and women-owned business with new tools to quickly locate prospects and communicate with them. Knowing how to use these locators can help grow your business.

**E-MAIL LOOKUP SERVICES.** There are a variety of e-mail locator services. Some are free and some charge a fee. Common features they provide are: business & residential locators, maps & directions, Zip code look-up and links to search sites. Some locators such as Internet Address Finder offer their services in other languages. Below is a summary of several free locator sites:

- **Bigfoot** ([www.bigfoot.com](http://www.bigfoot.com)). Offers white and yellow pages e-mail locators. Also offers e-mail forwarding.
- **411Locate** ([www.411Locate.com](http://www.411Locate.com)). Offers white & yellow page locators and e-mail search. The site also offers value-added features such as free Web tools to help optimize your company's placement on search engines and a link to public records.
- **Addresses.com** ([www.addresses.com](http://www.addresses.com)). Offers e-mail and residential phone number searches. The site also has a "business finder" feature.
- **World Email Directory** ([www.worldemail.com](http://www.worldemail.com)). Offers international e-mail search capability. The site also has ready links to a variety of services such as news, reference, and businesses.
- **InfoSpace** ([www.infospace.com](http://www.infospace.com)). Offers white & yellow pages locators. The site also has value-added "Web Directory" information such as travel, reference, and business services.

Keep in mind these locators are not always 100 percent accurate, since not everyone has their e-mail addresses on file and e-mail addresses can frequently change. However, they offer a good start and can save time & money.

You may want to experiment with the above e-mail locators to see which is best for your particular needs.

**SUMMARY.** E-mail is has become a mainstream marketing and communications tool. In fact, more e-mails are sent each day than letters. Small, minority- and women-owned business can help even the odds against larger competitors by using this e-mail technology to their advantage.

Knowing how to quickly and efficiently locate e-mail addresses of prospective customers can go a long way to improving your marketing efforts.

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