



eCoast adds Free List Preview Tool to Suite of VAR Marketing Solutions

Rochester, NH- eCoast, a leading provider of outsourced marketing and sales solutions to the technology industry, announced the addition of a [free list preview](#) designed for VARs.

eCoast's list service allows clients to build their marketing databases without the common problems associated with list rentals. Several list services today are wrought with bad data and don't offer a complete preview, but a mere glimpse at 10-20 rented prospects; therefore, buyers are reluctant to purchase a list in fear that they might receive duplicate records, useless contacts, or even worse, no list at all. The eCoast list preview mediates this in allowing buyers to see *all* contacts prior to purchase, and giving them the option of purchasing email addresses in addition to the standard contact information.

"You're not buying a list of random companies, but high quality data targeting midmarket and SMB companies in your selected vertical and geographic region," said Chris Allen, Director of Sales at eCoast. "We consolidate our sources to get the best possible combination of prospects to meet your needs."

Allen wants buyers to realize that purchasing a list is not a one-time commitment, but a very affordable investment aimed at building each unique marketing database. With the ability to customize lists by verticals, company size, and geography, and the option to purchase emails, buyers can tailor lists to meet their personal preferences.

When asked why eCoast has adapted this unique approach to list services, Will Gibney, Vice President of eCoast, said, "Marketing is not a one-time event; it's a process. Oftentimes, it takes many impressions for a prospect to respond!" Therefore, Gibney believes it is imperative for buyers to build their own unique databases rather than utilizing list rentals. The company provides an [online video](#) that discusses the benefits of the process.

eCoast has developed strong relationships with several list vendors and has access to over 10 million records. In order to make these lists affordable, they purchase lists at wholesale prices and pass the savings along to buyers.

About eCoast

eCoast is an outsourced sales and channel marketing company focused on creating and executing customized programs that result in a measurable ROI for high technology clients. eCoast's service offerings include [appointment setting](#), [marketing outsourcing](#), [channel sales](#), and inbound marketing.

Learn More: <http://www.ecoastsales.com>

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