

How to Send Mother's Day Gifts and Flowers to Anyone

by James Miller - Monday, May 06, 2019

<https://www.searchbug.com/info/send-mothers-day-gifts/>

Mother's Day gifts are a great way to stay top-of-mind with your prospects and customers. If you've been out of touch for a while, or want to make sure that previous clients return next time they're on the market, Mother's Day is a great way to keep your foot in the door.

But, you can't send flowers to email addresses or phone numbers. And, people tend to move without updating their mailing address with businesses. So, your current contact list may be unreliable for sending Mother's Day gifts.

Sending a gift to the wrong address is a waste of money. That's why it's best to update your mailing addresses before you send any flowers. Fortunately, there are ways to do this without contacting anyone to ask if they've got a new address.

Here's how to make sure that your Mother's Day gifts reach the right people.

How to Get Correct Addresses for Sending Mother's Day Gifts

The method you use will depend on what information you already have.

If you have names and phone numbers or names and email addresses, you'll need to [append the address to your contact lists](#). If you have addresses already, you'll simply want to check them for accuracy.

You can accomplish both of these quickly through a [data cleaning service](#).

A good data cleaning service offers personal information searches in quantities based on your needs.

Individual Address Verification

If you have a small number of clients to shower with [Mother's Day flowers](#), you can get these addresses with some [individual searches](#). These are quick, and you can search based on whatever information you have—name, phone number, or email address.

You can get missing addresses this way, or compare an address you have with the one the search finds to ensure that you've got an accurate mailing address.

But, if you've got a lot of addresses to find, this method is too time consuming, and isn't cost efficient.

Bulk Address Verification

To get addresses for your entire contact list, [batch append](#) is much faster and more cost efficient.

How to Send Mother's Day Gifts and Flowers to Anyone

by James Miller - Searchbug Blog - <https://www.searchbug.com/info>

To update addresses in bulk, you'll need to have your contact lists in a .csv, .txt, or Excel file. You'll also need to organize them so that the various pieces of contact information—name, address, phone number, email address—should each be in their own column. That way your batch processing service can properly handle your data.

The key part is to remove the addresses from your list, so that the batch verification service will [enrich your data](#) with the most up-to-date addresses. You can either compare the new addresses with the ones you've got, or just use the addresses that the batch service finds.

Either way, you'll have valid addresses for sending [Mother's Day gifts](#), or direct mail. So, verifying physical addresses this way has benefits that go beyond Mother's Day: it improves the value of your data for other marketing as well.

So, validate your mailing addresses. It'll do you good next week, and for the next year.

Still looking for the right flowers or gifts for Mother's Day? [Check out this guide](#).

If you need physical address verification for Mother's Day, use our [individual search](#) and [batch processing services](#).

Searchbug.com