

Ice Breaker

**What % of prospects are you  
converting?**

 Apollo.io

## Today's agenda

1. Housekeeping (Do these things first)

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2. Meet the host Josh Garrison

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3. Filters overview

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4. Building a list in Apollo

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5. Q&A

Webinar

# How to Build Amazing Lead Lists



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING

The screenshot displays the Apollo.io interface. On the left is a navigation sidebar with categories: Home, Prospect & enrich, Engage, Win & close, Tools & workflows, and Analytics. The main area shows a contact profile for Alissa Jones, VP of Sales at Dropbox, with a rating of 'Excellent'. Below the profile is a sequence of outreach steps: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). A pop-up window titled 'AI email assistant' shows a message: 'Hi Alissa, Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...'. On the right, a 'Tasks' panel lists companies like Dropbox, Google, Spotify, and Hubspot.



# Quick Housekeeping

1

## Get Your Recording

You'll get a recording of today's session.  
Check your email within 48h

2

## No Questions in the Chat

Type your questions into the "Questions Box"  
and not the "Chat Box".

3

## No Spam in Chat!!!

We will boot you and ban  
you from future webinars forever



# No spam, please.

(This includes dropping your LinkedIn.  
You can connect in our Sales Community.)

## Please don't be rude!

## Really.

We will delete messages and ban offenders at  
our discretion.



**Apollo.io**

**Join our sales  
community in  
Slack!**

**Apollo.io** **Sales Community**



**Scan to join the Community!**



Look in the Docs tab



**We have a resource kit  
for you!**







Apollo.io

### Today's agenda

1. Housekeeping (Do these things first)
2. Meet the host James A. O'Sullivan
3. Setting up for 2024
4. Q&A

^

Chat

Messages

Docs

Q&A



5 Best Sales Sequences - Webinar Slides  
Click to open



Sales Sequences Resource Kit  
Click to open



Join the Apollo Sales Slack Community  
Click to open

If you are on mobile,  
scroll down!

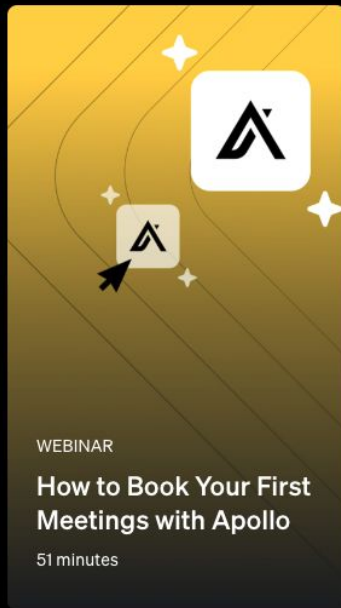
Build Pipeline



WEBINAR

**Ask Me Anything: 1 Hour with a Sales Expert**

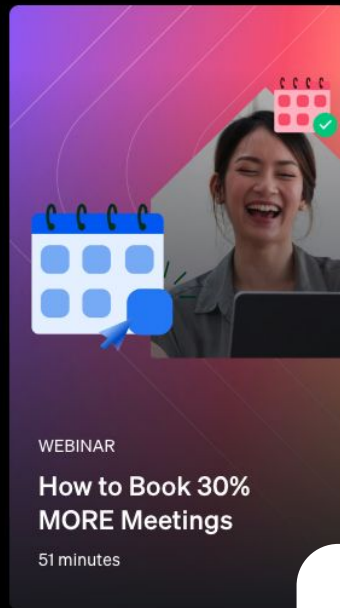
50 minutes



WEBINAR

**How to Book Your First Meetings with Apollo**

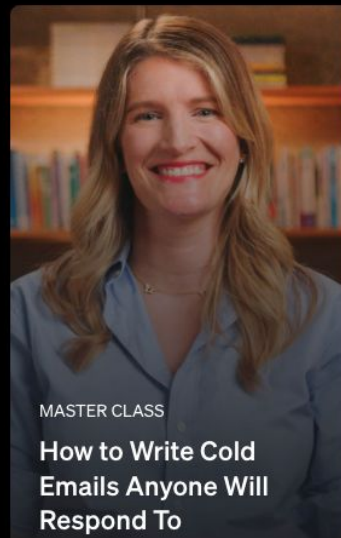
51 minutes



WEBINAR

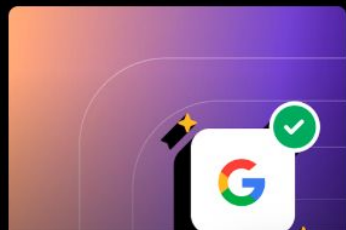
**How to Book 30% MORE Meetings**

51 minutes

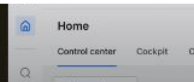


MASTER CLASS

**How to Write Cold Emails Anyone Will Respond To**



Visit [apollo.io/academy](https://apollo.io/academy) for TONS of great training content!



# How can we help?

🔍 Search and press enter...

Popular Topics: [Apollo Chrome Extension Overview](#) [Link Your Mailbox](#) [Sending Limits Overview](#)

[Sequences Overview](#) [Avoid Spam Filters](#) [Get to Know the Apollo KB](#)

- 🌟 Getting Started
- 🏠 Home
- 🔍 Search & Prospecting
- ▶ Engage
- 🗨 Conversations
- ⚡ Plays
- 🔄 Enrich
- 💰 Deals
- 🔗 Integrations
- ⚙ Settings & Billing

## Getting Started

Learn how to set-up your Apollo.io account and configure the basic settings required to use the platform.

### The Basics

### Email Setup

### Email Deliverability & Domain Reputation

- Improve Your Email Deliverability
- Avoid Spam Filters
- Set Up Sender Policy Framework (SPF) Records to Authorize Your Emails
- Set Up Domain Keys Identified Mail (DKIM) to Authenticate Your Email
- Set Up Domain-based Message Authentication Reporting and Conformance (DMARC) to Authenticate Your Emails

Visit [knowledge.apollo.io](https://knowledge.apollo.io) for  
TONS of helpful docs!

Your host



**Josh Garrison**

VP, Product Education  
& Content Marketing

(and recovering sales leader)

Success in  
outbound sales  
starts with building  
quality lists.

80%

of your success depends  
on the quality of your list

**'Spray and pray'  
*might* work, but it  
probably *won't*  
work.**



So how do we build lists that  
give us meaningful information  
about the prospect?



**Smaller, highly specific lists are better than big, generic lists**





**Always think one  
step ahead!**

**“How am I going  
to craft my  
outreach around  
this list?”**

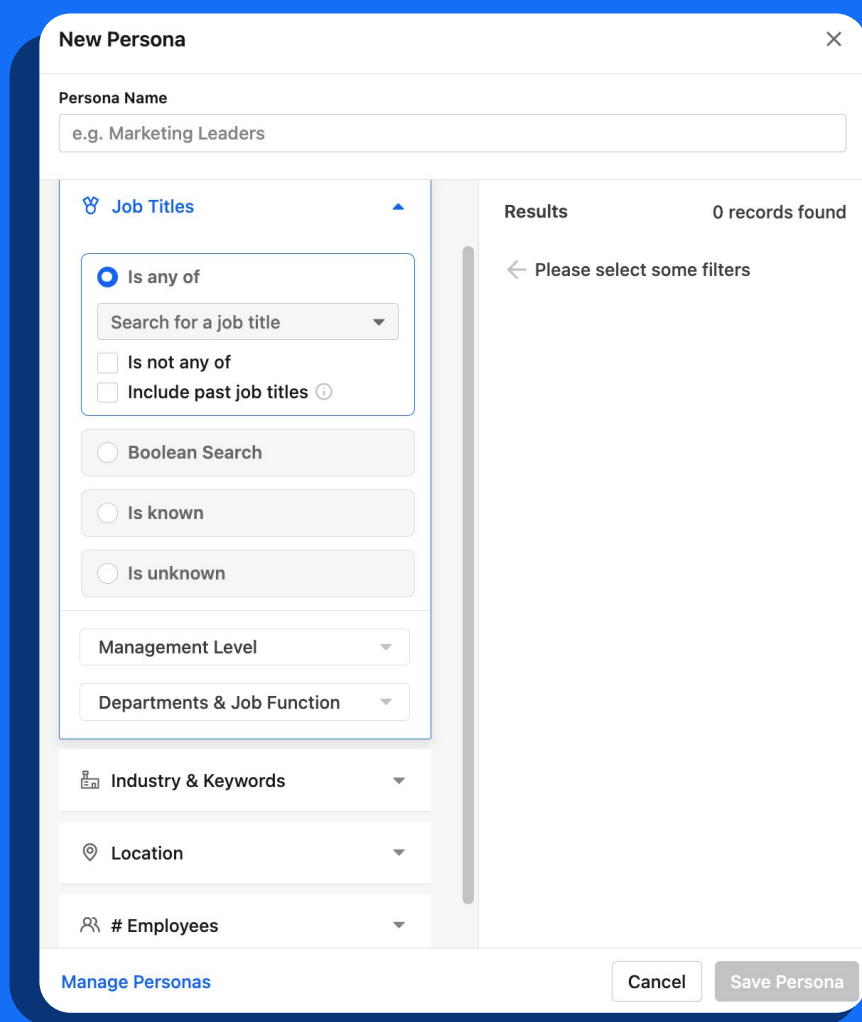
# Filters Overview

# Types of prospecting filters

Person	Company	Behavior	Company news	Your relationship	Data quality
Job title	Industry	Engagement data	Funding	Stage of account/lead	Verified emails
Management level	Company size	<i>coming soon</i> Website visits (company-level)	New locations	Target account or other lists	Valid phone numbers
Department/Job function	Technologies used	Conversations (call recordings)	Hiring key roles	Territories	Recently updated
Location	Job postings			Lead scoring	
Time in job	Headcount growth			Source of contact/account	
Job change	Intent data (3rd party)				

# Most commonly used filters

- Email status
- Job title
- Industry
- Keywords
- Location
- Management level
- # of employees



If you only use  
these filters,  
you're leaving  
**money** on the  
table!

- Email status
- Job title
- Industry
- Keywords
- Location
- Management level
- # of employees



How can you up  
your list-building  
game?

????

Use 'pivot'  
filters!



**Pivot filters** are data points you can personalize your emails and calls around.





Anything can be  
a **pivot** filter if  
you're creative!



# Anything can be a **pivot** filter!

Account-level	Person-level
Technologies	Time in current role
Job Postings	Job change
Headcount growth	
News	
Funding	
Buying Intent	

## basic filters

**Industry**  
**Location**

**Job title**  
**Company**  
**size**

## pivot filter

**Buying intent**



## message

**Subject Line:** {{First\_name}}, Couple thoughts about {{!intent topic}}

Hi {{First\_name}},

{{Personalized\_opener}}, and I'm wondering if y'all have ever considered {{intent topic}}.

I noticed {{X specific thing}} and {{Y specific thing}} that I think could benefit you all.

Is this on your radar at all?



## basic filters

**Industry**  
**Location**

**Job title**  
**Company**  
**size**

## pivot filter

**Buying intent for**  
**“Search Engine**  
**Optimization”**



## message

**Subject Line:** {{First\_name}}, Couple thoughts about your **SEO rankings**

Hi {{first\_name}},

I was just digging into your google search results and saw you're currently ranking on page 3 for "Sacramento HVAC".

I noticed 6 things on your site that we could improve to boost your ranking — last year I helped 10 other companies rank #1 for HVAC searches in their city. I think I could do the same for you.

Think it's worth chatting through this?



# How do I find a specific type of company?

- design companies who design products/videos, brands, creates websites, advertising
- financial services companies (e.g. BaaS, or API providers like Clearbank).
- By SIC Code

**How do I search by zip code?**

**What's the best way to search by job title?**

# How can we build lists by combining filters like Industry, Title, Keywords?

- small/medium size businesses that need web design and SEO services
- Construction industry in Australia that is the Founder or Owner of the business



# How do I exclude companies / people?

- Previously targeted/contacted companies
- Competitors
- List for Architects (job title) in Architecture and Design (designing buildings)  
However almost every list also has IT people in there as they call themselves architects too (network architects, solutions architects)

**Let's build a list in Apollo!**

**How can I work around lists that have no contact names and only show company names?**

**How does buying intent work and how do we use it?**

# Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

# Q&A

# Thank you

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We'd love to hear your feedback!

Follow us on

