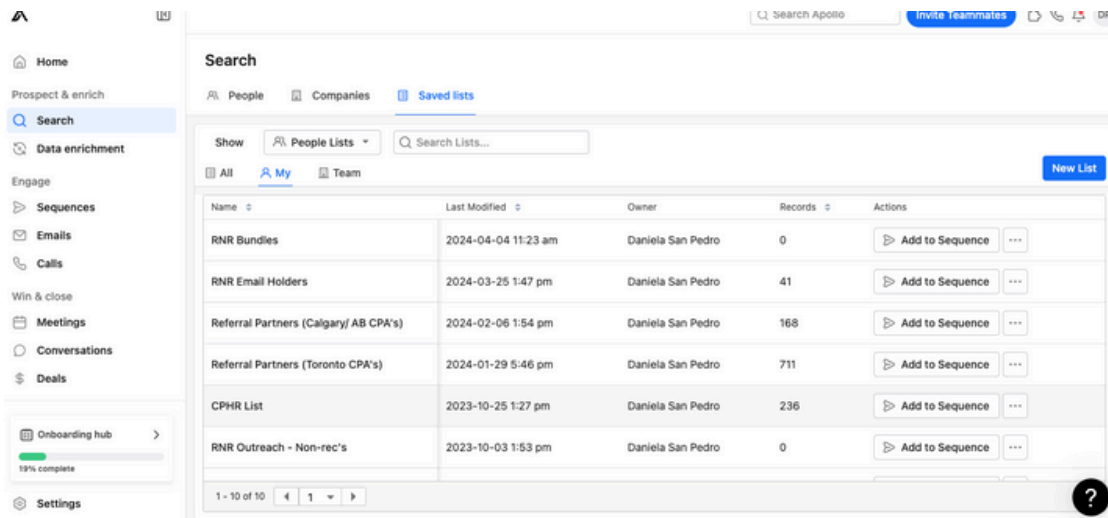


With your **RNRTalent** emails, you can sign up for free on Apollo and access their database of candidate leads, download Apollo's LinkedIn extension to find candidate emails + phone numbers and the ability to automate mass email campaigns!

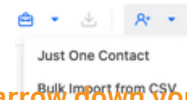
Creating Lists

You have 2 options in creating lists of leads to send email campaigns to:

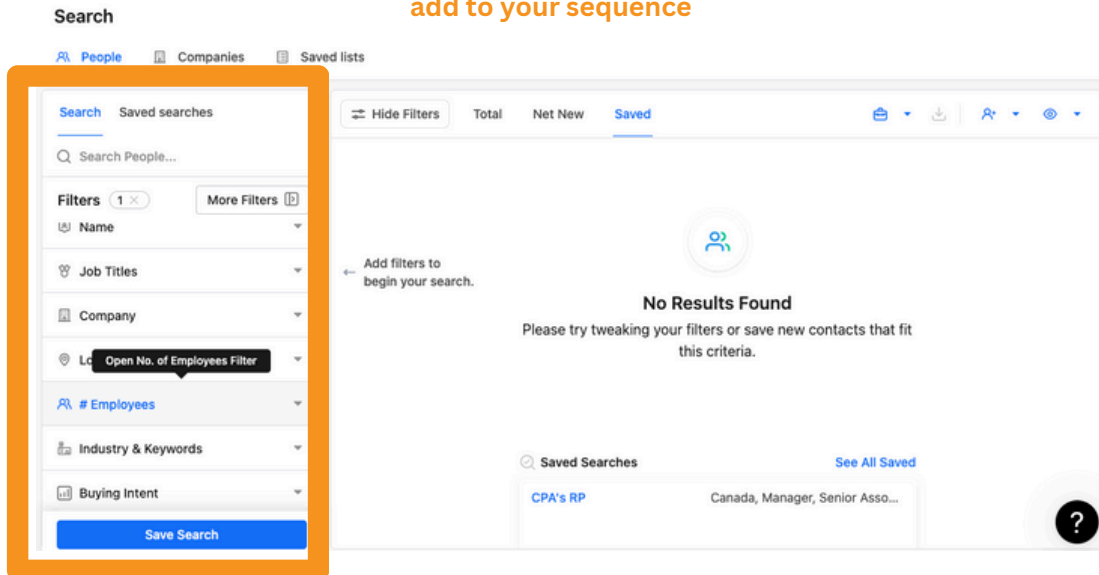
- Search through Apollo's database
- Import a CSV file -> then selecting which data to import. (i.e. First Name, Last Name, Email, Phone Number, etc.)



1. Create a **New List** (top right corner)
2. Select your newly created list and either choose to search Apollo's database (and save to your list) OR import CSV file by clicking this button. Select Bulk Import from CSV



To search through Apollo's database, use the filters on the left side to narrow down your target list to add to your sequence



Creating Sequences

Now that you have a Target list, we create a Sequence depending on which task you want automated. (i.e. Sending automated emails, connection requests on LinkedIn, etc.) You can create a Sequence from scratch or clone an existing Sequence.

1. Select the Sequence you created - add tasks (i.e. send automatic emails)
2. Select Sequence Step ****Make sure to limit number of emails to 200 a day****

Select a sequence step

Add a step for the sequence to follow and automate for you.

Automatic

- Automatic email AI available!
Emails are delivered automatically.

Tasks

- Manual email AI available!
Task is created to edit and deliver email.
- Phone call
Task is created to call prospect.
- Action item
Task is created to perform custom action.

LinkedIn tasks

- LinkedIn - Send connection request
Send personalized invitations to connect with contacts for a positive first impression.

Select a sequence step

Automatic email AI available! Change step

Emails are delivered automatically.

When to start this step:

- Immediately after the contact is added to sequence
- 30 minutes after the contact is added

[Hide advanced settings ^](#)

Limit number of emails sent from this step per 24 hours ⓘ
[] emails

Back Continue

3. Edit the content of your email campaign

- You can add as many email/ message steps and schedule your email drip campaign to send follow-up emails

Sequences > test

Mailbox: daniela@prs-recruitment.ca

Cancel Send test email to me Save

Home

Prospect & enrich

Search

Data enrichment

Engage

Sequences

Emails

Calls

Win & close

Meetings

Conversations

Deals

Onboarding hub

19% complete

Settings

Edit template Expand

Reply to previous thread

Subject

Generate Preview for Contact (optional)

Choose a contact

To: Example Contact <example@google.com>
Subject:

Daniela Pedro
Premier Recruitment Services
1080 mainland st, vancouver, british columbia, canada, v6b 2t4

AI assistant

Include Signature Save as a new template

Generate email ⓘ ← → × Hide

Choose subject line

- Subject line 1 👍 🗨 🔄
Helping you find the perfect candidates for your accounting and finance roles
- Subject line 2 👍 🗨 🔄
Find the perfect fit for your accounting and finance roles

Choose body

Use personalized openers

[How does it work?](#)

- Body 1 👍 🗨 🔄
Hi FIRST_NAME,
Are you having a hard time finding skilled professionals who are the right fit for your

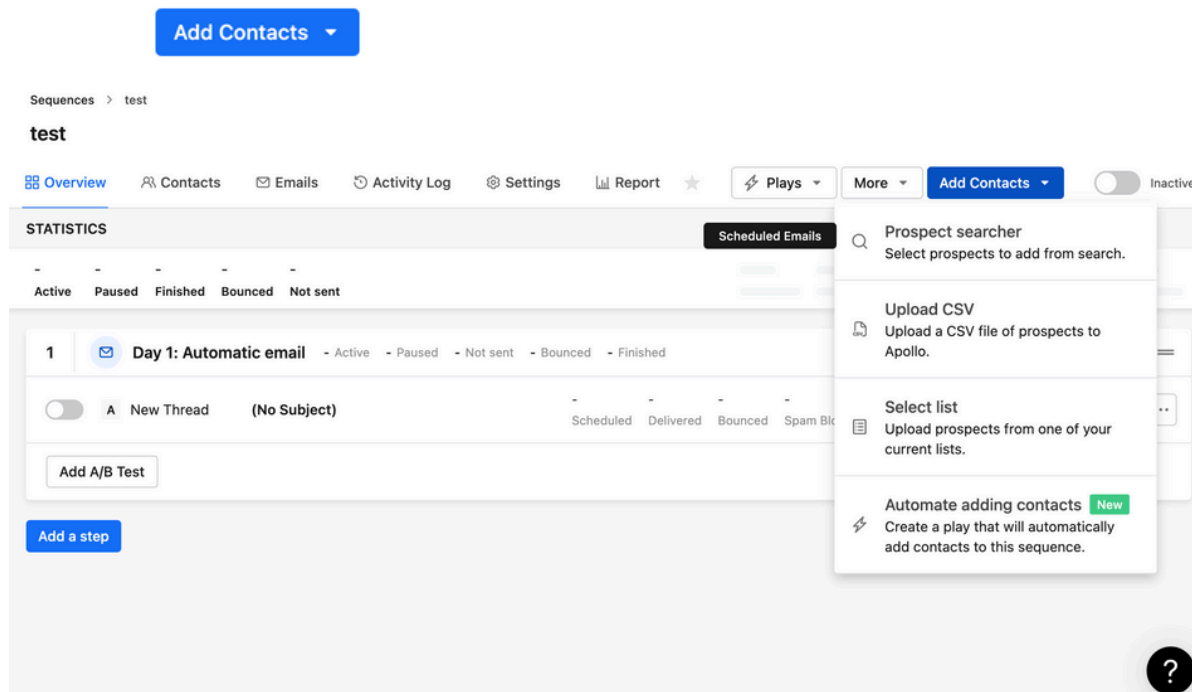
[Customize & Regenerate](#)

Apollo Video Tutorial on Creating Sequences: <https://knowledge.apollo.io/hc/en-us/articles/4409231193101-Create-a-Sequence>

Adding Contacts to your Sequence

Once you've set up your email/ LinkedIn campaign, you have to add the contact list you created earlier before you can release the campaign.

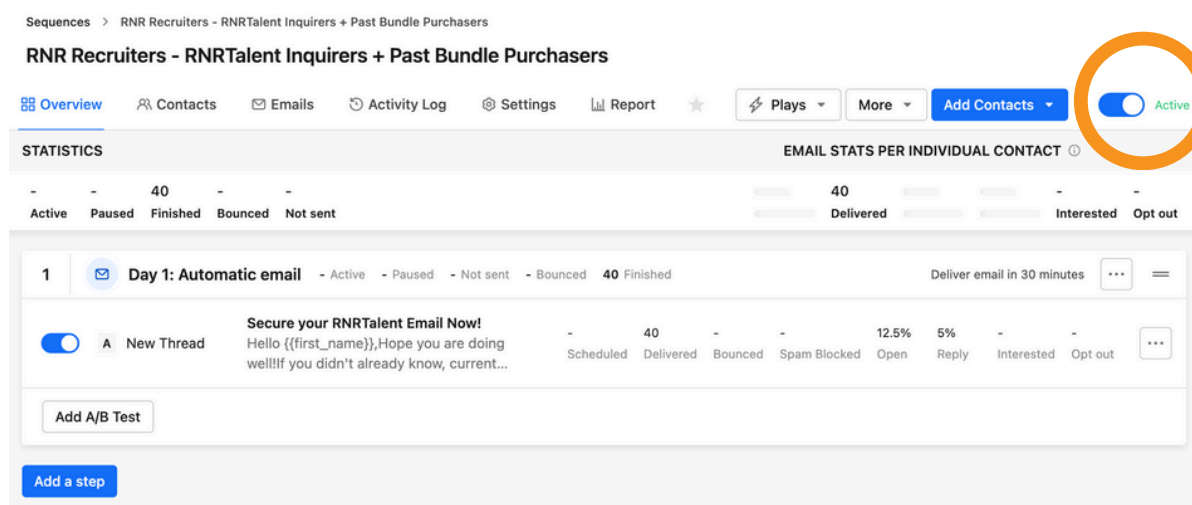
1. Click the Add Contacts button and click "Select List" option



Releasing your Email Campaign

Once everything is set-up, your email campaign is ready to be released.

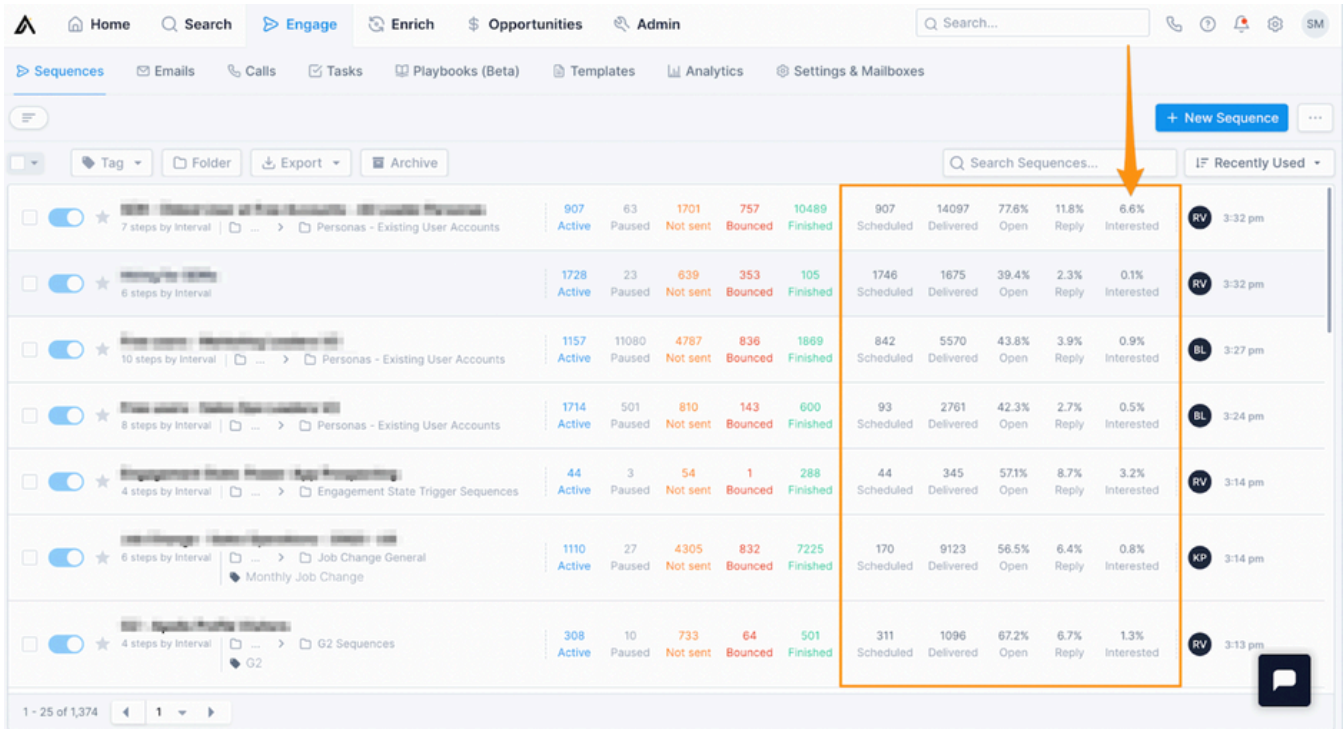
1. Toggle the Inactive button to Active and Apollo will start sending the drip email campaign you've setup to your Target list.



Reviewing Stats and Analytics

You can check stats (open rates, bounces, replies, etc.) and the progress of your email campaign once you've released it

This allows you to monitor if your emails are getting delivered and opened by your list.



Sequence Name	Active	Paused	Not sent	Bounced	Finished	Scheduled	Delivered	Open	Reply	Interested	Owner	Time
7 steps by Interval	907	63	1701	757	10489	907	14097	77.6%	11.8%	6.6%	RV	3:32 pm
6 steps by Interval	1728	23	639	353	105	1746	1675	39.4%	2.3%	0.1%	RV	3:32 pm
10 steps by Interval	1157	11080	4787	836	1869	842	5570	43.8%	3.9%	0.9%	BL	3:27 pm
8 steps by Interval	1714	501	810	143	600	93	2761	42.3%	2.7%	0.5%	BL	3:24 pm
4 steps by Interval	44	3	54	1	288	44	345	57.1%	8.7%	3.2%	RV	3:14 pm
6 steps by Interval	1110	27	4305	832	7225	170	9123	56.5%	6.4%	0.8%	KP	3:14 pm
4 steps by Interval	308	10	733	64	501	311	1096	67.2%	6.7%	1.3%	RV	3:13 pm

Apollo Guide on Checking Analytics: <https://knowledge.apollo.io/hc/en-us/articles/5120295465357-Build-an-Outbound-Sales-Process-Monitor-Your-Analytics>

Apollo Academy (<https://www.apollo.io/academy>)

Apollo has several training videos on how to use Apollo, master classes on sending cold emails, sales strategies and many more!

Get Started on Apollo: <https://knowledge.apollo.io/hc/en-us>

Download Apollo LinkedIn extension: <https://knowledge.apollo.io/hc/en-us/articles/4409226637453-Apollo-Chrome-Extension-Overview>

Creating Sequences (Automate emails): <https://knowledge.apollo.io/hc/en-us/articles/4409237165837-Sequences-Overview>