Building Hyper-Targeted B2B Outreach Lists Simplified

Before diving into the specifics of your outreach, like your messaging or call-to-action, it's crucial to ensure you're reaching the right people. Here's a straightforward guide on how to create highly targeted B2B outreach lists:

1. **Understanding List Building:**

   - **Why It Matters**: The effectiveness of your outreach campaign hinges on how relevant and targeted your list is. Reaching the right people increases the likelihood of engagement and conversion.

   - **What It Involves**: List building means identifying potential companies that are likely to benefit from your offer and gathering essential information about them.

2. **Steps to Build Your List:**

   - **Find Relevant Companies**: Start by identifying companies that fit your ideal customer profile. This could involve looking at industry, company size, location, and other relevant factors.

   - **Enrich Company Data**: Once you have a list of companies, enrich it with additional data like social media profiles. This can provide deeper insights into the company culture and key activities.

   - **Identify Decision Makers**: For each company, identify who the decision makers are. These are the people with the authority to make purchasing decisions that relate to your product or service.

   - **Validate Decision Makers**: Confirm that the people you've identified as decision makers are current and active in their roles. This can be done through various verification tools or platforms that ensure the accuracy of your data.

   - **Deep Validation**: Go a step further by validating not just the contact details but also understanding their specific needs and challenges. This could involve looking at recent company news, their posts on professional networks, or other public communications to tailor your outreach.

YouTube

How to Build HYPER-Targeted B2B Outreach Lists

In this video, I discuss how to build a hyper-targeted B2B outreach lists. Understanding List Building: 1) Why It...

Before we dive into the specifics, it's crucial to establish what really counts in the outreach process.

Opinions vary on the most critical aspect of effective outreach. Some argue that the magic lies in the copywriting, others prioritize a compelling call-to-action, many emphasize the value of the offer, and some focus on the optimal timing of outreach.

Yet, all these elements are secondary compared to the foundational step of building a targeted lead list.

Here's why:

Imagine crafting the world's most engaging video game advertisement, but your audience consists solely of people who have no interest in gaming. Your effort, regardless of its brilliance, would not resonate.

Or picture crafting an irresistible offer for a top-tier steakhouse meal, but you're presenting it to a group of vegetarians. No matter how appealing the offer, it's simply not relevant to them.

You could develop a groundbreaking strategy to revolutionize how retail stores manage inventory, making it faster, cheaper, and more efficient. But if you're explaining this to someone who has no decision-making power in retail operations, such as a frontline store clerk, your efforts will be overlooked.

That's why the point is, before refining your messaging or honing your sales pitch, it's imperative to ensure that your list building is accurately targeted. This foundational step ensures that your well-crafted messages and offers reach the right people who are capable of and interested in responding to them. I stand by having the **Right Offer to the Right Person at the Right Time.**

What exactly does "list building" involve?

You might be wondering about this question.

While it sounds straightforward—literally building a list—the reality is a bit more complex. List building involves a series of strategic actions:

1. **Identifying relevant companies**
2. **Enriching data**
3. **Locating decision makers**
4. **Validating these decision makers**
5. **Deep validation of decision makers**

1) Identifying relevant companies

Identifying relevant companies is the first and often most challenging step in list building. The complexity arises because there's no one-size-fits-all method; instead, multiple tools and strategies are necessary depending on the target sector.

Tools and Strategies for Finding Companies:

- **Apollo - General**
- **Google My Business - Local**
- **D7 Lead Finder - Local**
- **Storeleads & BrandNav - Ecom**
- **BuiltWith - General**
- **Wappalyzer - General**
- **G2 - SaaS**
- **Crunchbase**
- **AND MORE!**

Many of these platforms aren't straightforward when it comes to scraping information directly.

Using Apollo on a large scale can become extremely expensive, necessitating the use of a public scraper like ExportApollo.io.

For Google My Business, you're generally going to need a public scraping tool or have to develop a custom solution.

Extracting data from G2 and Crunchbase can also be challenging, which means you might need to employ a specialized data scraper.

This complexity is part of the challenge of outreach; it's not as straightforward as people might think. Often, creating an effective outreach list requires the integration of multiple tools, not just relying on a single resource, to assemble a high-quality list of leads.

For example - lets say you want to target Power Washing business owners that are already running facebook ads.

What Apollo filter would you use? You can't...

Building an effective outreach list often requires the integration of several tools. For instance, targeting power-washing business owners who run Facebook ads would involve a multi-step process:

1. Use Google My Business to scrape for relevant local services like "Power-washing" or "Power-washing near me," filtering for companies with websites.
2. Input this data into BuiltWith to filter for technologies like Facebook Pixels, indicating a high chance of active advertising.
3. Enrich the data with a tool to pull social media profiles, focusing on Facebook to reach decision-makers directly.

Next, I would initiate a Facebook DM campaign targeting those pages with a message like: "Hey, I'm also based in {{town}} and noticed you're running Facebook ads. It's a small world! I run a marketing company too—**would you mind if I shared some tips to enhance your ads?**"

This approach, which is highly tailored based on both location and technology use, would likely be much more effective than a standard, generic message.

If you want to learn how to craft an offer like the one above you can check out Our Steps to Crafting a Winning Offer That SELLS here: 📄 How to create winning offers that SELL

2) Enrich Company Data

I'm about to share a unique method for enriching website data that I learned that surprisingly few people use. It's quite common for companies to include links to their social media profiles in the footer of their website. Just imagine having a tool that could scan a list of websites, pick out all the links that begin with:

- facebook.com

- instagram.com

- twitter.com

- youtube.com

- linkedin.com

and then compile all this information into a Google/Excel spreadsheet. Such a tool would provide an incredible resource for enriching data without any reliance on third-party APIs or facing rate limits that cost a fortune. Especially for direct messaging services, this could mean practically *unlimited* leads. While it's trickier with cold emailing, the potential is still significant.

Now there is no specific public developed software to perform this function. It's entirely possible for you to find someone on platforms like Fiverr or Upwork who could develop a similar tool for you.

3) Identify Decision Makers

Identifying decision makers is crucial, especially if you're planning to send cold emails. While direct messaging (DMs) often targets companies generally, cold emails require reaching specific influential individuals within those companies.

Here's how you can identify decision makers from a list of websites:

Preferred Tools for Finding Decision Makers:

- **Apollo.io**: This is our go-to platform for data enrichment and is highly regarded for cold outreach. It's particularly useful because of the availability of third-party scrapers, which make it a cost-effective option.

- **Clay.com**: This is another excellent tool I recommend. While it's effective, the continued availability of cheaper Apollo scrapers makes Apollo more appealing for now.

Cost Considerations and Practical Advice:

- Using Apollo directly can be expensive—for example, getting 25K unverified leads could cost around $1,000. In contrast, using a third-party tool like a scraper could significantly reduce costs to about $75.99 for the same number of leads.

- If you often scrape leads, it is entirely possible to develop your own scraper (Way better for the long run). For most people, however, it may not be cost-effective to develop a custom scraper. In such cases, using an existing service like ExportApollo is advisable.

How to Use Apollo for Decision Maker Data:

- Apollo has a useful feature where you can upload a list of company websites. It matches these websites with its database to reveal the employees and key decision-makers.

- Simply configure your search with parameters like the list of websites, employee counts, keywords, etc. Then, integrate your query with ExportApollo.io to start the extraction process.

This approach allows you to efficiently gather accurate information on decision-makers, enhancing your outreach efforts.

4) Validate Decision Makers

Let's dive into the process of validating decision makers, crucial for maintaining low bounce rates and ensuring high email deliverability. We'll achieve this through the use of an email verification tool. You don't want to send to people who don't care about your offer or don't exist.

Understanding Email Categories from Databases:

- **Valid Emails**: These are confirmed as existing and deliverable.

- **Risky Emails**: These may be 'catch-all' accounts or potentially invalid. I'll explain more about 'catch-alls' shortly.

- **Invalid Emails**: These do not exist and should be avoided to prevent bounces.

Focusing on Valid Emails: When you verify a list of emails, typically, 40-60% of them turn out to be valid. Email verification tools function by sending SMTP requests to check if the emails will bounce or not. Responses from SMTP servers help categorize the emails:

> www.millionverifier.com ↗
>
> **The #1 Email Verification Service - MillionVerifier**
>
> The Most Comprehensive Email Verification Service from only $59: Email Checker, Email List Verify, Bulk Email Verifier, ESP Integrations, and Automatic Email Verification

- **Valid emails** prompt a positive response from the SMTP server.

- **Risky emails** receive ambiguous responses, making it hard to determine if they are catch-alls or simply invalid.

- **Invalid emails** typically do not elicit any response from the server.

*What is a 'Catch-All' Email? A 'catch-all' email setting on a domain ensures that all emails sent to incorrect or non-existent addresses at that domain are redirected to a single email address. For example, if you send an email to joemama@agency.com and it doesn't exist, but the domain has 'catch-all' enabled, it might be redirected to alex@agency.com. While catch-all emails are technically deliverable, they pose challenges in distinguishing from truly valid emails due to their cost implications in verification processes.

The Steps:

- Retrieve your list using a scraper from platforms like Apollo.

- Run the list through an email verifier to isolate the valid emails.

- Decide if you want to further refine the verification process to differentiate between truly valid emails and catch-alls.

This section lays the groundwork for effectively targeting the right individuals in your cold email campaigns by ensuring you're working with a clean, verified list. In the next section, I'll show you how to further refine this process.
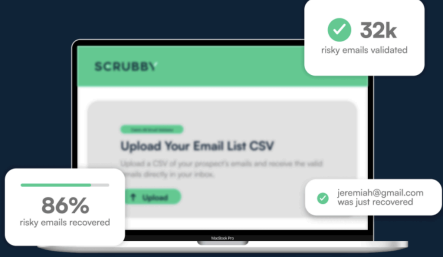
5) Deep Validation

Let's explore the process of deep validation of emails, focusing on how to differentiate between 'catch-all' and invalid email addresses.

What is Deep Validation? Deep validation refers to the process of further analyzing risky email addresses to separate catch-alls from truly invalid ones. This task is crucial for ensuring the cleanliness of your email list and maintaining high deliverability rates.

Behind the Scenes of Email Validation: If you send an email to a nonexistent address on platforms like Gmail, you typically receive a bounce-back notification indicating that the email could not be delivered. This immediate feedback is manageable on a personal level, but in a business context, consistently high bounce rates can alert your email provider and negatively impact your overall deliverability.

Using Catch-All Verifiers: Catch-all verifiers tackle this issue by sending test emails to the risky addresses and monitoring which ones bounce over a period of 48-72 hours. The ones that do not bounce are marked as valid. These tools operate from dedicated servers designed specifically for this purpose. We use:

C Scrubby

Scrubby | Powerful Risky Email Verification and E...

Fast and accurate email validation tool to verify all your risky emails at scale. Ensure high deliverability rates and...

Deciding Between Regular and Deep Verification: The choice between standard verification and deep verification largely depends on your Total Addressable Market (TAM):

*Total Addressable Market (TAM): This is the amount of people in your specific industry/market

- For large industries like SaaS or e-commerce with millions of potential leads, standard SMTP checks are usually sufficient, offering a vast pool of leads without the extra cost.
- For more niche markets, like U.S. boutique investment firms with 50-200 employees who are also running LinkedIn Ads, where the Total Addressable Market (TAM) is smaller (possibly under 10,000 companies), deep verification becomes more practical.

Practical Application: If your focus is on a highly specific group, employing deep validation can help ensure you're only connecting with the most relevant and actionable contacts. This method involves a higher initial investment but can yield a better ROI by significantly enhancing lead quality.

Let us handle your cold emailing. You only pay for results.

While this guide covers a lot about deliverability, there's much more to cold email success, including:

- Crafting the right message

- Testing different approaches

- Creating and positioning offers

- Effective call-to-actions

- Understanding your audience's readiness to engage

- Building and segmenting lead lists

- Managing your personal brand beyond the first email

Working on a pay-per-qualified-call basis, we choose to partner with companies we are confident we can deliver results for. So, take advantage of this opportunity—worst-case scenario, you gain invaluable outreach insights; best-case, we drive a significant increase in your meetings.

This means you only pay us when we:

- Book a call that shows up

- The person who shows up is a decision maker

- The person who shows up is in a industry you service

- The person who shows up makes enough money to work with you

Book a call with us, and let's get started on getting you those results, all on a pay-per-qualified-call basis.

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We design customer acquisition frameworks ensuring scalability & predictability, delivering sales calls to your...