ECPLDA-Google-01 eCom Process Lead Generation Google For BMA's Checklist Rev.0

This **eCom Process Lead Generation Checklist** is designed as a simple to-do list to effectively find a potential customer. This short guide will show you how to Identify a prospect & find its contact information.

- Important Links
- Create a Spreadsheet
- Locating Agency
- Identify Decision Makers
- Personal Information Gathering
- Email Verification

1. **IMPORTANT LINKS**

   Overview. Please go through each link and watch, Install or bookmark accordingly.

   - ☐ https://www.google.com/
   - ☐ https://www.dropbox.com/sh/9t6ki80iiup99ps/AAB6hQryCuR8zhlouSYYm9xWa?dl=0
   - ☐ https://app.findthatlead.com/
   - ☐ https://app.snov.io/
   - ☐ https://hunter.io/
   - ☐ https://tools.verifyemailaddress.io/
   - ☐ https://business.linkedin.com/sales-solutions/compare-plans/sales-navigator-for-gmail#

2. **CREATE A SPREADSHEET**

   Overview. Creating a Spreadsheet will help you to put all of your data in one place.

   - ☐ Go to https://www.google.com/sheets/about/ and create a sheet or create a simple excel sheet
   - ☐ Freeze first row to keep the header row visible
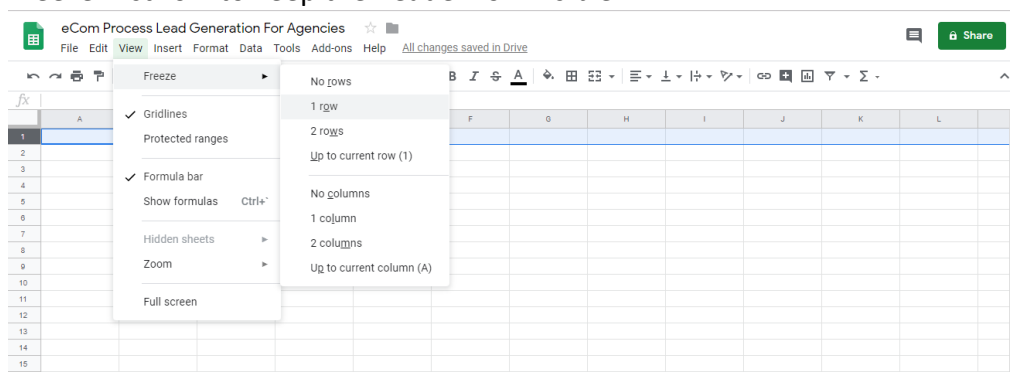
   - ☐ Name the Columns accordingly (left to right)
     - ○ Agency Name
     - ○ Agency Website
     - ○ Agency LinkedIn Page URL
     - ○ Agency Facebook Page URL
     - ○ 1st Decision Maker - Name

- o 1st Decision Maker – Email
- o 1st Decision Maker - LinkedIn profile URL
- o 2nd Decision Maker - Name
- o 2nd Decision Maker - Email
- o 2nd Decision Maker - LinkedIn profile URL
- o 3rd Decision Maker - Name
- o 3rd Decision Maker - Email
- o 3rd Decision Maker - LinkedIn profile URL

Company Name	Website	1st Decision Maker - Name	1st Decision Maker - Email address	1st Decision Maker - Linkedin profile URL	2nd Decision Maker - Name	2nd Decision Maker - Email address	2nd Decision Maker - Linkedin profile URL	3rd Decision Maker - Name	3rd Decision Maker - Email address	3rd Decision Maker - Linked

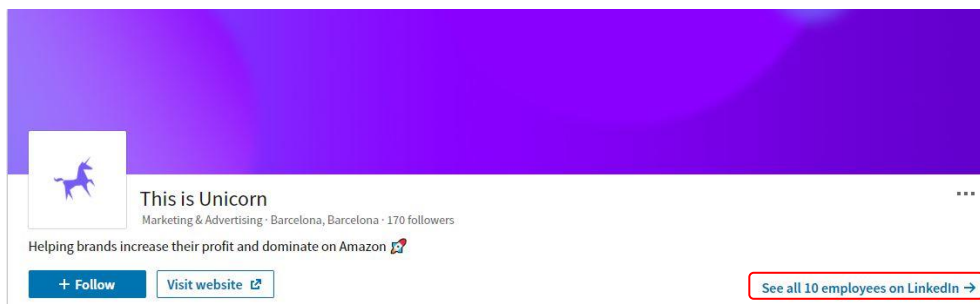## 3. LOCATING AGENCY VIA GOOGLE

Overview. You will need to identify the agency prior to proceeding further. To locate an agency you must follow the steps listed below.

- ☐ There are multiple ways to identify potential agencies. First one is from Google.com and type any of these queries"Amazon Brand Management Agencies in USA"|| Amazon Brand Marketing Agencies in USA" || Amazon Brand Consulting Agencies in USA", You will get hundreds of results.
- ☐ Now you can pick up their names & websites and list them under your spreadsheet
- ☐ Run Google search queries by the business name to find their websites and social media pages

4. IDENTIFY DECISION MAKERS

Overview. Before gathering personal data of any individual, let's try to make sure we are gathering information of correct person.

- ☐ Open the website of a particular agency, If they have tab on menu bar by the name of "Team" or "About US" go through it. You might find the name & LinkedIn profile of their CEO/Owner/Founder.

- ☐ If they have not shared this information on their website you can go to their Companies' LinkedIn page and see the profiles of people working there

This is Unicorn
Marketing & Advertising · Barcelona, Barcelona · 170 followers
Helping brands increase their profit and dominate on Amazon
+ Follow   Visit website
See all 10 employees on LinkedIn →

- ☐ Click on the bottom right link, and from there you can look up to the profile of concerned.

☐ If you still don't find the appropriate person goto https://hunter.io/ and Click on the "Executive" button.
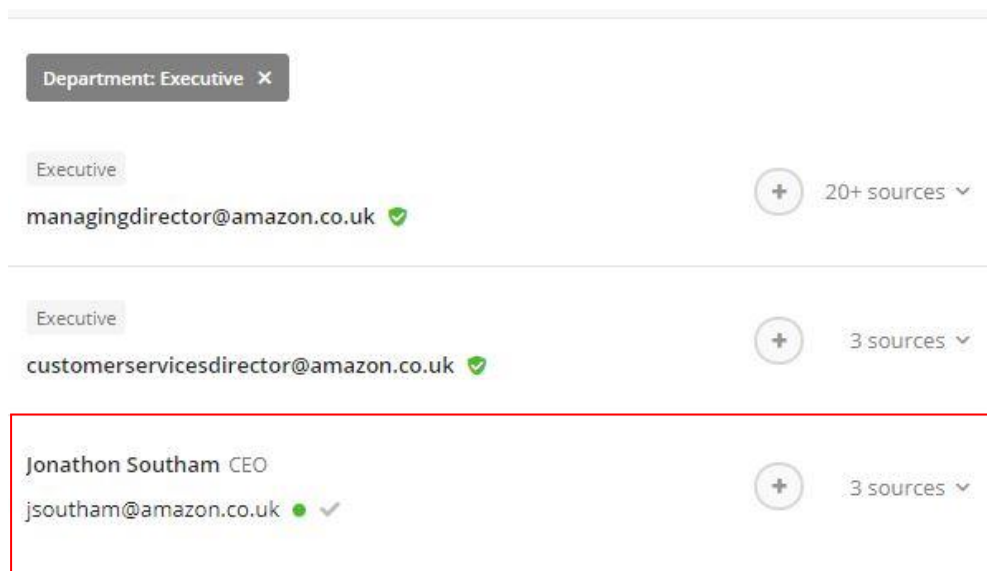
☐ By clicking it on you will get the following result.

Chances are we may get a Name & email of the CEO/Founder but occasionally hunter.io doesn't have this information

☐ If you are still struggling to find the appropriate person try writing these queries on Google search bar "CEO of {Agency Name}", "Founder of {Agency Name}"

☐ If you are still struggling to locate the right person, crawl around on Google by changing keywords to Owner and Director of {Agency Name}

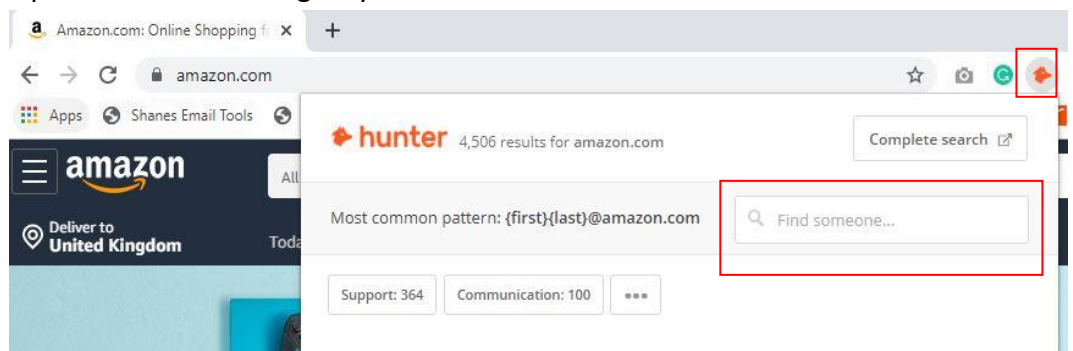☐ Write down the name of decision makers on your spreadsheet

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Side Note

> Decision Makers of a company are these people

5. **PERSONAL INFORMATION GATHERING**

> **Overview.** As we have identified our targeted person we will now gather more personal information. Information required includes "Working email address & LinkedIn profile URL".
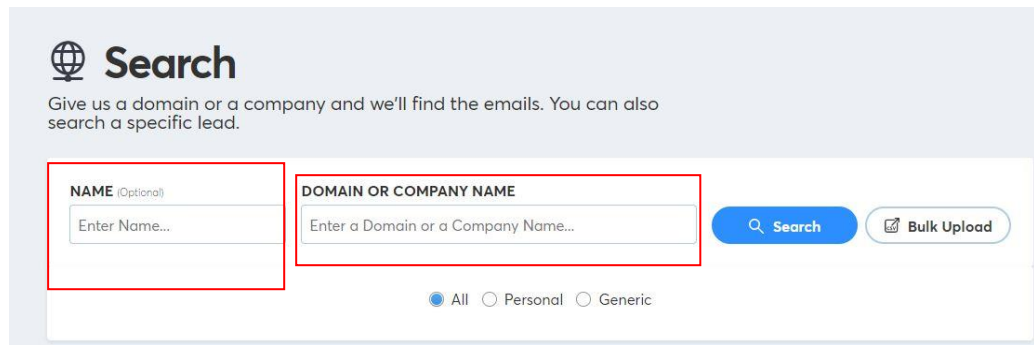
> ☐ Go to LinkedIn.com

>> o   On the top of screen, click on the search bar.
>> o   A dropdown will show up, click on "**people**" button, click on "**All Filters**".
>> o   On Current companies tab write down the name of Agency and on Title tab write down the name of person and hit search.
>> o   If that person is on LinkedIn, its profile will show up, send connection request & copy/paste the url of profile on your spreadsheet.

> ☐ Go to Hunter.io

>> o   Create Account & Install the chrome extension
>> o   Open the website of agency and click on the hunter icon

>> o   Write down the name of CEO/Founder and whatever email comes up against it copy it & paste it on your spreadsheet.

> ☐ By chance you didn't get the email on Hunter.io, go to Find That Lead

>> o   Create Account
>> o   Copy & paste the web address of Agency on search bar along with the name of person, and it will give you the email address
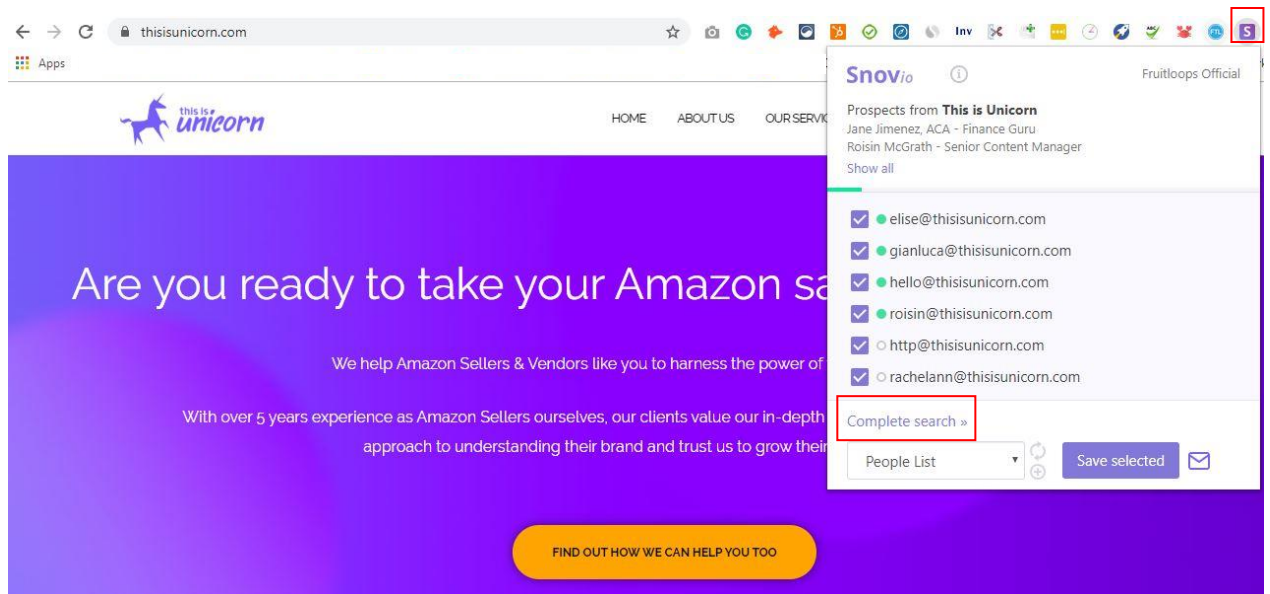
- o Whatever email comes up against it copy it & paste it on your spreadsheet.

- ☐ If you are still struggling to find emails , go to Snov.io

    - o Create Account & Install the chrome extension
    - o Open the website of agency and click on the Snov Icon and go on Complete Search

- o On Business tab page at the bottom the emails of all members will be showed, select people we want to reach out and add in "People's List"

—	PROSPECT	EMAILS		ROLE
☐	Elise P A Jackson	○ e___e@thisisunicorn.com ⑦ ○ e___e@sopost.com ⑦		Co-Founder / CEO
☐	Roisin McGrath	○ r___n@thisisunicorn.c...		⑦Senior Content Manager
☐	Gianluca Trombetta	○ g___a@thisisunicorn.c...		⑦Co-Founder / Operations
☐	Jane Jimenez, ACA	○ a___e@sofarsounds.com		⑦ Finance Guru

Selected 1 | **Add to** ⌄

Add to new list
People List

—		EMAILS		ROLE
✓	Elise P A Jackson	○ e___e@thisisunicorn.com ⑦ ○ e___e@sopost.com ⑦		Co-Founder / CEO

- o Go to Prospect Tab and from there you can copy & paste email addresses on spreadsheet

☐	**Elise P A Jackson** Founder · jexx	● elise@thisisunicorn.com	Dec 1st

6. EMAIL VERIFICATION

Overview. Now as we have almost every information of the concerned person, lets try to make sure the email is fully working so we can reduce email bounce rate

- ☐ To verify a certain email there are number of ways to do it

- ☐ Install [LinkedIn Business Chrome Extension]

  - o It works only on Gmail account, but if a person has registered its LinkedIn profile against the email you have , the profile will pop up in front of you within the seconds
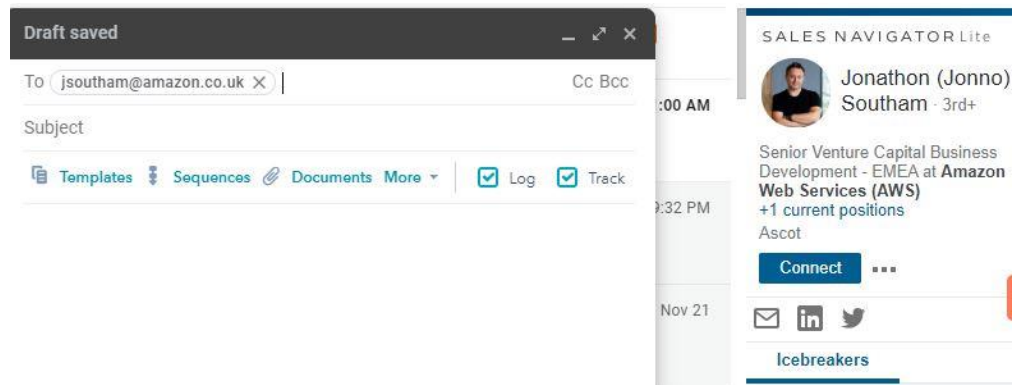
☐ If the person hasn't registered any LinkedIn profile against the email you have, goto
Email verifier

- o Write down the email on search bar and press GO
- o If the email is valid, the website is going to list **OK** next to your email otherwise it will list **BAD** against the email

- o If you have the wrong/invalid email try the step 5 again otherwise go to step 4 with new Agency name.

REPEAT THE PROCESS UNTIL WE HAVE GATHERED DATA FOR ALL 3 DECISION MAKERS