6 KEY STEPS
to build your lead list

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1 Define your ICP

Create a detailed picture of your ideal customer including:
- demographic
- geographic
- firmographic
- psychographic
- buying behaviour

Action Points:
- Conduct customer research (surveys, interviews).
- Analyze closed deals to identify common traits.

To gather valuable insights into your ideal customer profile, begin with customer research, such as surveys and interviews

2 Choose the right AI tools

Utilize AI-powered tools to build and enrich your lead list based on your ICP.
Some of the recommended tools:
- LinkedIn Sales Navigator
- LeadIQ
- Clearbit
- ZoomInfo

3 Collect data

Use **AI tools** to gather data on potential leads through:
- **Web Scraping**: Automatically fetch data from websites and social media.
- **Data Enrichment**: Fill in missing data fields by cross-referencing external sources.
- **Predictive Analytics**: Identify patterns and predict the best leads.

4   Filter & segment your list

Organize and prioritize your leads based on your ICP.

- **Creating Segments**: Group leads by demographic, geographic, and firmographic characteristics.
- **Prioritizing Leads**: Rank leads by their match to your ICP and likelihood of conversion.

With a well-structured and segmented lead list, you can use AI to automate your outreach.

5   Automate outreach

Leverage AI to personalize and optimize your outreach efforts.

Strategies:

- **Personalization**: Tailor messages based on each lead's characteristics.
- **Timing**: Determine the best times for contact.
- **Multichannel Strategy**: Coordinate outreach across email, social media, and phone.

6   Analyze & Optimize

Continuously improve your lead generation process using AI.

Action Points:

- **Monitor Performance**: Track conversion rates.
- **Adjust Your ICP**: Refine your ideal customer profile based on data.
- **Improve Your Strategy**: Implement insights to enhance your process.

Final tips:

- **Regularly** update your ICP with fresh data.
- **Experiment** with different AI tools to find the best fit.
- Maintain a **feedback loop** to continuously refine your approach.

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