**Step 1: Data Sourcing (Google Maps)**

**Goal:** Find businesses that are potential clients.

- **Input:** Business category (e.g., “Restaurants”, “Retail Stores”, “Law Firms”).
- **Data Extracted from Google Maps API / scraping:**
    - Business Name
    - Address / City / Location
    - Phone Number
    - Website (if available)
    - Ratings & Reviews
- **Stack:**
    - Google Places API (official, but limited data)
    - Scraper (fallback to bypass API limits)
    - Store in **Postgres / SQLite / MongoDB**

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**Step 2: Qualification Engine**

**Goal:** Don’t waste time on bad leads.

- **Filters:**
    - Has a website (higher conversion potential).
    - Rating > 3.5 stars (means they care about reputation).
    - Business type matches your ICP (Ideal Customer Profile).
- **Extra Layer (AI):** Use NLP to scan reviews or website to detect if they need automation (e.g., “slow service”, “manual booking”, “outdated site”).
- **Stack:**
    - Python + LangChain / custom classifiers
    - Simple rules + AI model for better qualification

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**Step 3: Data Enrichment (Facebook & Instagram)**

**Goal:** Add **social presence** to make outreach stronger.

- **Process:**
  - Crawl Facebook Pages & Instagram accounts using **business name + city**.
  - Extract:
    - Followers count (audience size).
    - Engagement rate (likes/comments ratio).
    - Last post activity (are they active?).
  - Match with business websites → confirm same entity.
- **Output:**
  - Social profile links
  - Engagement insights
  - Contact form / messenger links

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**Step 4: Outreach Automation**

**Goal:** Reach out with **personalized messages** that don't sound robotic.

- **Channels:**
  - Email (scraped from website or found via Hunter.io/other lookup).
  - Instagram DMs (manual + semi-automation, because insta is strict).
  - Facebook Messenger (via API or Page inbox).
- **Personalization Strategy:**
  - Mention their business name + something from reviews/social posts.
  - Highlight how automation can fix pain points (bookings, reviews, response speed, inventory, marketing).
  - Soft CTA → book a free call or trial.
- **Stack:**

- n8n / Zapier for workflow orchestration.
- Gmail API / SMTP for email sending.
- Meta Graph API for FB/Instagram (if possible).
- AI (GPT-5) for writing **undetectable personalized messages**.

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**Step 5: Engagement Tracking & Follow-ups**

**Goal:** Don’t drop leads halfway.

- **CRM Tracking:**
  - Every outreach logged (who, when, message content).
  - Status: Contacted → Replied → Meeting → Closed.
- **Automated Follow-ups:**
  - 1st email/DM: intro + pain point.
  - 2nd (after 3 days): case study / success story.
  - 3rd (after 1 week): “closing the loop” message.
- **Stack:**
  - Airtable / Notion CRM or custom DB.
  - Automated reminders for manual follow-ups.

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**Step 6: Conversion Funnel**

**Goal:** Turn interest → client.

- **Options:**
  - Free audit call (Calendly link).
  - Free demo (automation mock-up for their biz).
  - Quick-win offer (low-cost starter package).
- **Tracking KPI’s:**
  - Outreach → Reply rate

- Reply → Meeting booked
- Meeting → Deal closed
- CAC (Customer Acquisition Cost) vs LTV (Lifetime Value)

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**Agent Architecture (AI-Powered Flow)**

1. **Google Maps Agent:** Extracts business data.
2. **Qualification Agent:** Filters based on criteria.
3. **Social Enrichment Agent:** Finds FB/IG presence.
4. **Outreach Agent:** Crafts & sends personalized messages.
5. **CRM Agent:** Logs all activity + manages follow-ups.
6. **Analytics Agent:** Monitors conversion KPIs.