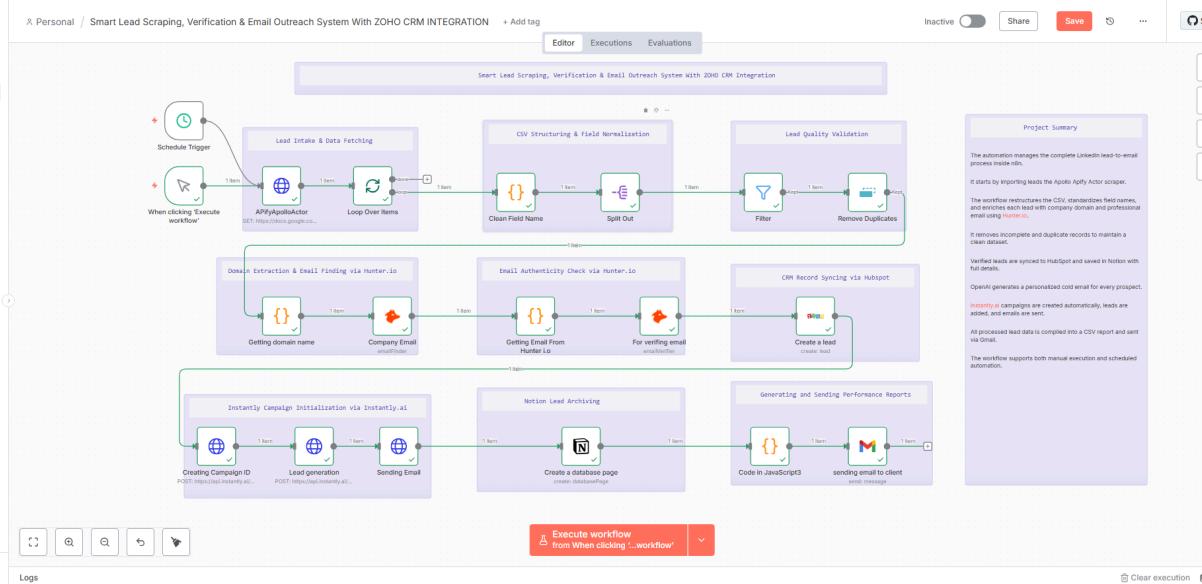


# Medical Lead Generation and Cold Email Automation with Zoho CRM Integration in N8N



This project automates the full lead generation and outreach cycle using Apollo Apify data. It cleans and structures each Medical lead, extracts the company domain, and finds verified emails through Hunter.io. The verified leads move into Zoho CRM and are archived in Notion with complete details. Instantly.ai creates the campaign, adds each lead, and sends the cold emails without manual input. A CSV report for every processed lead is generated and delivered to the client through Gmail.

# Scraping LinkedIn Leads

In this step, LinkedIn leads are scraped using the Apollo Apify scraper, which automatically collects company and contact details such as name, position, email, and company information. This ensures accurate, real-time data directly from LinkedIn for high-quality lead generation.

The screenshot shows the Apollo Apify interface with the following components:

- INPUT:** A sidebar with a warning message: "When clicking 'Execute workflow' No fields - item(s) exist, but they're empty". It also lists "Schedule Trigger" and "Variables and context".
- APifyApolloActor Node Configuration:**
  - Parameters:** Method: GET, URL: [https://docs.google.com/document/d/1t9MNWbXPOSX3MVhp08R0SG\\_4BLjnjJg/export](https://docs.google.com/document/d/1t9MNWbXPOSX3MVhp08R0SG_4BLjnjJg/export), Authentication: None.
  - Send Query Parameters:** Enabled.
  - Send Headers:** Enabled.
  - Send Body:** Enabled.
  - Options:** No properties.
- Execute Step:** A red button labeled "Execute step".
- OUTPUT:** A sidebar showing the raw JSON output of the scraping process. The output contains multiple items, each representing a scraped LinkedIn profile. One item is expanded to show detailed data like Person name, Person email, Position, Business name, Company website URL, Orgsize, OrgIndustry, OrgCity, OrgState, OrgCountry, and more.

# Finding Verified Emails using Hunter.io

**Hunter.io** is used to find and extract verified professional emails for each company, ensuring only valid and reachable contacts are added to the workflow

The screenshot shows a workflow canvas with two main sections: INPUT and OUTPUT.

**INPUT:** Contains a single node labeled "Getting domain name" which has the following items:

- personName: Kurt Pflieger
- personEmail: kurt@rockwallpediatrics.com
- companyName: Rockwall Pediatrics
- companyFirstName: Rockwall
- companyLastName: Pediatrics
- companyWebsite: http://www.rockwallpediatrics.com
- companyDomain: rockwallpediatrics.com

Below this are several collapsed nodes:

- Remove Duplicates
- Filter
- Split Out
- Clean Field Name
- Loop Over Items
- APIifyApolloActor
- When clicking 'Execute workflow'
- Schedule Trigger
- Variables and context

**OUTPUT:** Contains a single node labeled "Company Email" with the following parameters:

- Credential to connect with: Hunter account
- Operation: Email Finder
- Domain: {{ \$json.companyDomain }}

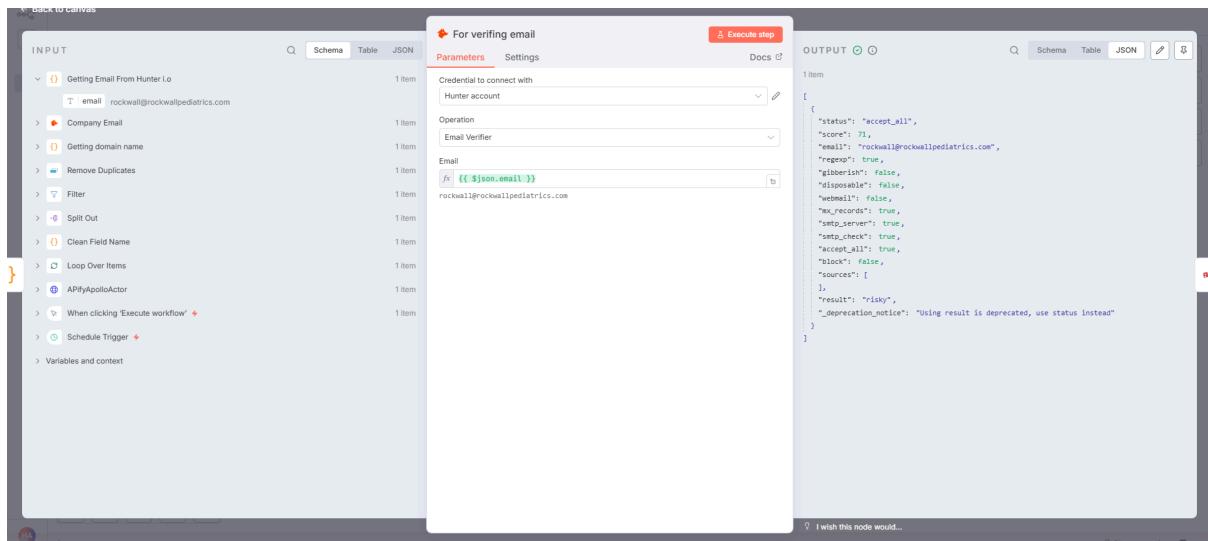
The output shows a single item with the following JSON structure:

```
[{"first_name": "Rockwall", "last_name": "Pediatrics", "email": "kurt@rockwallpediatrics.com", "score": 66, "domain": "rockwallpediatrics.com", "accept_all": true, "position": null, "twitter": null, "linkedin_url": null, "phone_number": null, "company": "Rockwall Pediatrics", "sources": []}, {"verification": {"date": "2025-12-09", "status": "accept_all"}]}
```

A note at the bottom right says: "I wish this node would..."

# Verifying Email Accuracy

Each email is verified through Hunter.io's email verifier to confirm its validity and reduce bounce rates during cold email campaigns



# Syncing Leads with CRM (ZOHO CRM Integration)

Verified leads are automatically synced with **ZOHO CRM**, where new contacts are created or existing ones are updated to keep the database organized and up to date

The screenshot shows a workflow interface with three main sections: INPUT, Create a lead (center), and OUTPUT.

**INPUT:** Contains a node for "For verifying email" with various configuration options like status, accept\_all, and score. It also includes nodes for "Getting Email From Hunter Io", "Company Email", "Getting domain name", "Remove Duplicates", and "Filter".

**Create a lead (Center):** This is the active step. It has the following parameters:

- Credential to connect with: Zoho account
- Resource: Lead
- Operation: Create
- Company: `fn {{ $C('Getting domain name').item.json.companyName }}` Rockwall Pediatrics
- Last Name: `fn {{ $C('Getting domain name').item.json.companyLastName }}` Pediatrics
- Additional Fields:
  - Description: `fn {{ $C('Clean Field Name').item.json.LinkedInURL }}` <http://www.linkedin.com/in/kurt-pfleger-845934187>
  - Email: `fn {{ $C('Clean Field Name').item.json.email }}` rockwall@rockwallpediatrics.com
  - Full Name: `fn {{ $C('Clean Field Name').item.json.companyName }}` Rockwall Pediatrics
  - Industry: `fn {{ $C('Clean Field Name').item.json.orgIndustry }}` hospital & health care

**OUTPUT:** Shows the JSON output of the lead creation. The output is a single item object with fields like Modified\_Time, Modified\_By, Created\_Time, and Id.

```
Modified_Time: "2025-12-09T18:07:48+05:00",
Modified_By: {
  "name": "haseeb ahmed",
  "id": "71356150000000582001"
},
Created_Time: "2025-12-09T18:07:48+05:00",
id: "7135615000000058082",
Created_By: {
  "name": "haseeb ahmed",
  "id": "71356150000000582001"
}
```

# Launching Email Campaigns via Instantly.ai

Workflow connects with Instantly.ai to create and launch automated cold email campaigns, sending personalized messages to verified leads at scale

The screenshot shows a workflow editor interface with three main sections: INPUT, Creating Campaign ID (the active step), and OUTPUT.

**INPUT:** Contains a single item: "Create a lead". This item has several properties listed:

- Modified\_Time: 2025-12-09T18:07:48+05:00
- Modified\_By:
  - name: hasseeb ahmed
  - id: 7135615000000582001
- Created\_Time: 2025-12-09T18:07:48+05:00
- Created\_By:
  - name: hasseeb ahmed
  - id: 7135615000000582001

**Creating Campaign ID (Step Details):**

- Method:** POST
- URL:** https://api.instantly.ai/api/v2/campaigns
- Authentication:** None
- Send Query Parameters:** Off
- Send Headers:** On
- Specify Headers:** Using Fields Below
- Header Parameters:**
  - Name: Authorization
  - Value: Bearer MzFkMzEyY2gtYTVjNC00NDI3LWE3NTQ1MzU3ODk0ZDk1NU50INb3P
- Send Body:** On

**OUTPUT:** Contains one item with the following JSON output:

```
[{"id": "#18cbf22-b09a-4c5e-bb20-c705eb2fd731", "name": "nbn", "status": 0, "campaign_schedule": { "schedules": [ { "name": "Weekday Schedule", "timing": { "from": "09:00", "to": "17:00" }, "days": [ ] } ], "timezone": "Etc/GMT-11" }, "timestamp_created": "2025-12-09T13:07:49.341Z", "timestamp_updated": "2025-12-09T13:07:49.341Z", "organization": "316311cd-e5cd-4427-e754-357894d95605"}]
```

# Saving Leads and Campaign Data to Notion

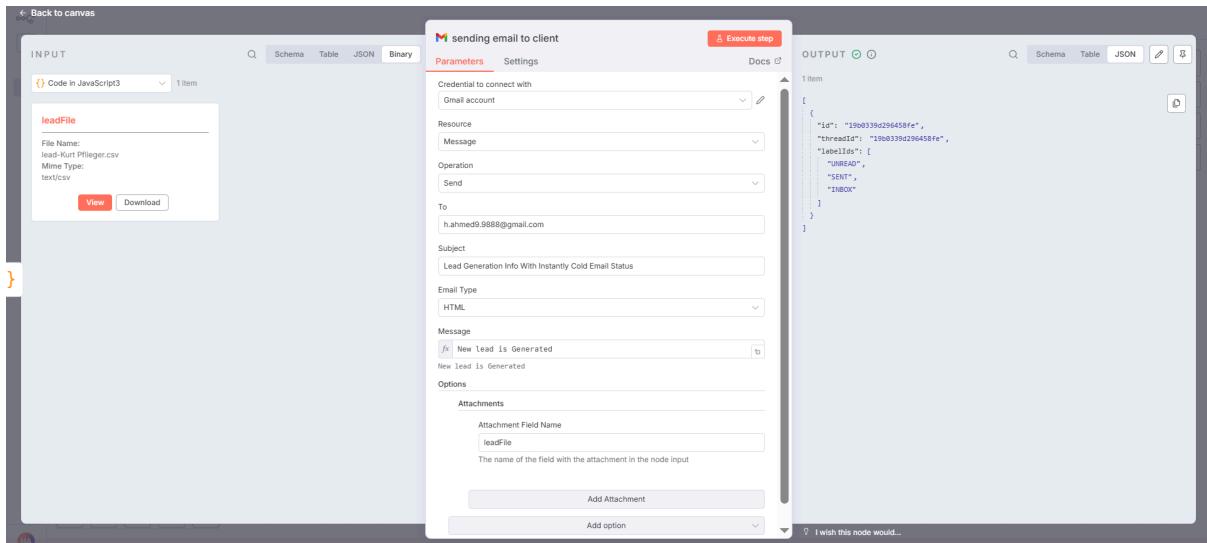
All lead details and campaign results are automatically stored in Notion, providing an organized and easily accessible record of your outreach activities

The screenshot shows a Zapier canvas with a workflow for saving leads and campaign data to Notion. The workflow consists of several steps:

- INPUT:** A "Sending Email" step with the following details:
  - ID: f8bcf22-b89a-4c5e-bb20-c705eb2fd731
  - Name: n/n
  - Status: 1
  - Campaign Schedule:
    - Schedule:
      - Timing: From 09:00 To 17:00
      - Days: Etc/GMT+11
  - Timestamp Created: 2025-12-09T13:07:49.341Z
  - Timestamp Updated: 2025-12-09T13:07:51.205Z
  - Organization: 31d312c8-a5c4-4427-a754-357894d95659
- Create a database page** step (highlighted in red):
  - Parameters:
    - In Notion, make sure to [add your connection](#) to the pages you want to access.
  - Resource: Database Page
  - Operation: Create
  - Database: From list (Zoho CRM Lead Generation Project)
  - Title: Medical Leads
  - Properties:
    - Key Name or ID: Company Email Generated by hunter.io
    - Email: `fs: ${'Getting Email From Hunter.io'.item.json.email}}` (with a note: "I wish this node would...")
    - Key Name or ID: Company LinkedIn URL
- OUTPUT:** A JSON representation of the Notion database page data, including fields like id, name, url, and various properties related to the lead and organization.

# Generating and Sending Performance Reports

Detailed performance report is generated, summarizing leads, email statuses, and campaign results, and is automatically sent to your email for easy tracking



**Hunter.io** is used to find and extract verified professional emails for each company, ensuring only valid and reachable contacts are added to the workflow