

# Marketing como Agência

(*nicho outbound*)



Como posso ajudar hoje?



Como posso ajudar hoje?

Objectivo: atrair potenciais clientes

Como: automações e *scraping*

Porquê: custo/benefício

Exemplo: maisnegocio.pt



## **Objectivo: atrair potenciais clientes**

Quem são? Gerentes de PMEs e cargos ligados ao crescimento do negócio como comerciais e marketing.

Onde estão? LinkedIn, Email, SMS, Facebook, Instagram, Whatsapp, Telegram...

Neste caso foi seleccionado o Email

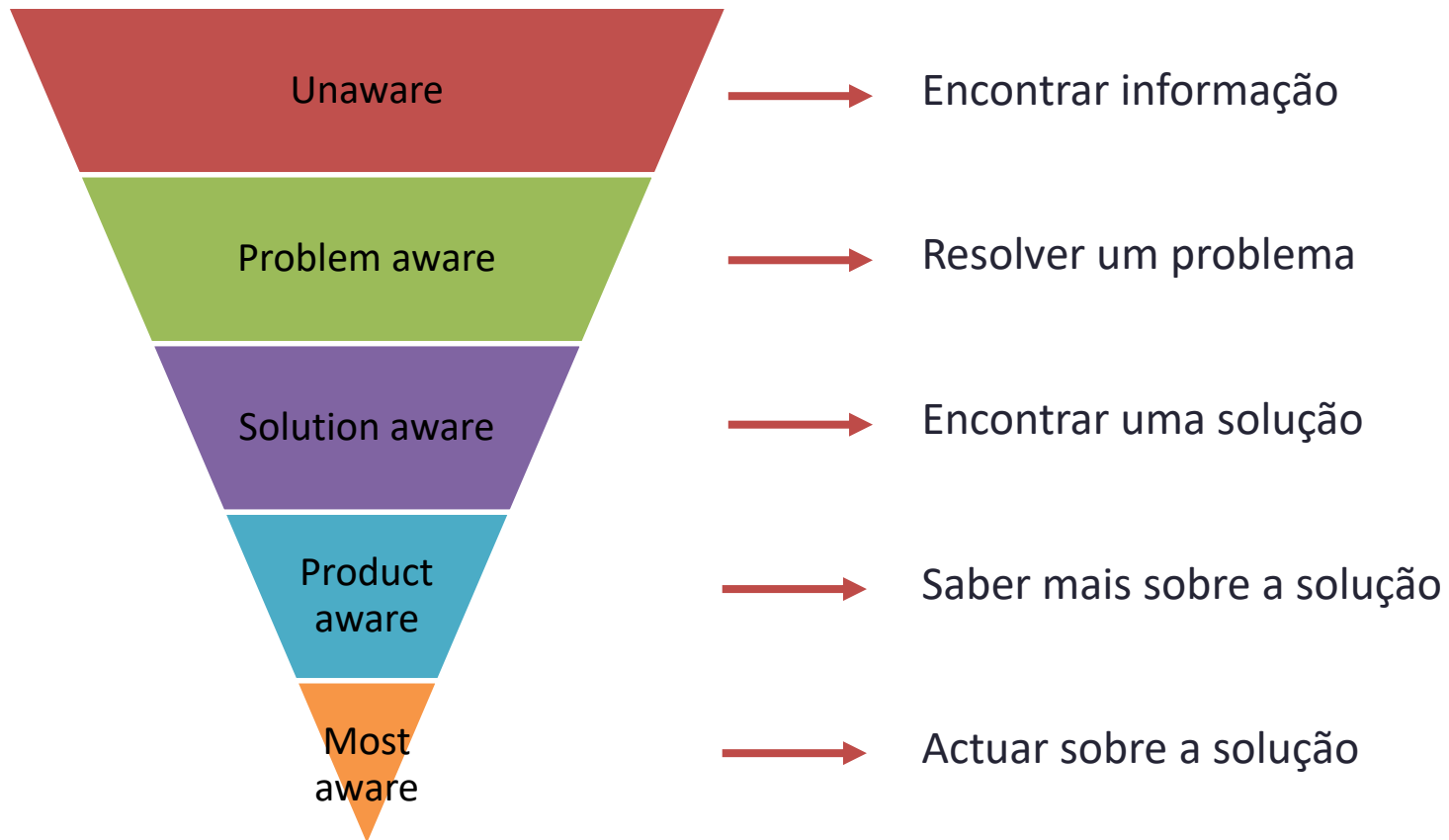
**Objectivo: atrair potenciais clientes**

Quais são as suas dores (dos clientes)?

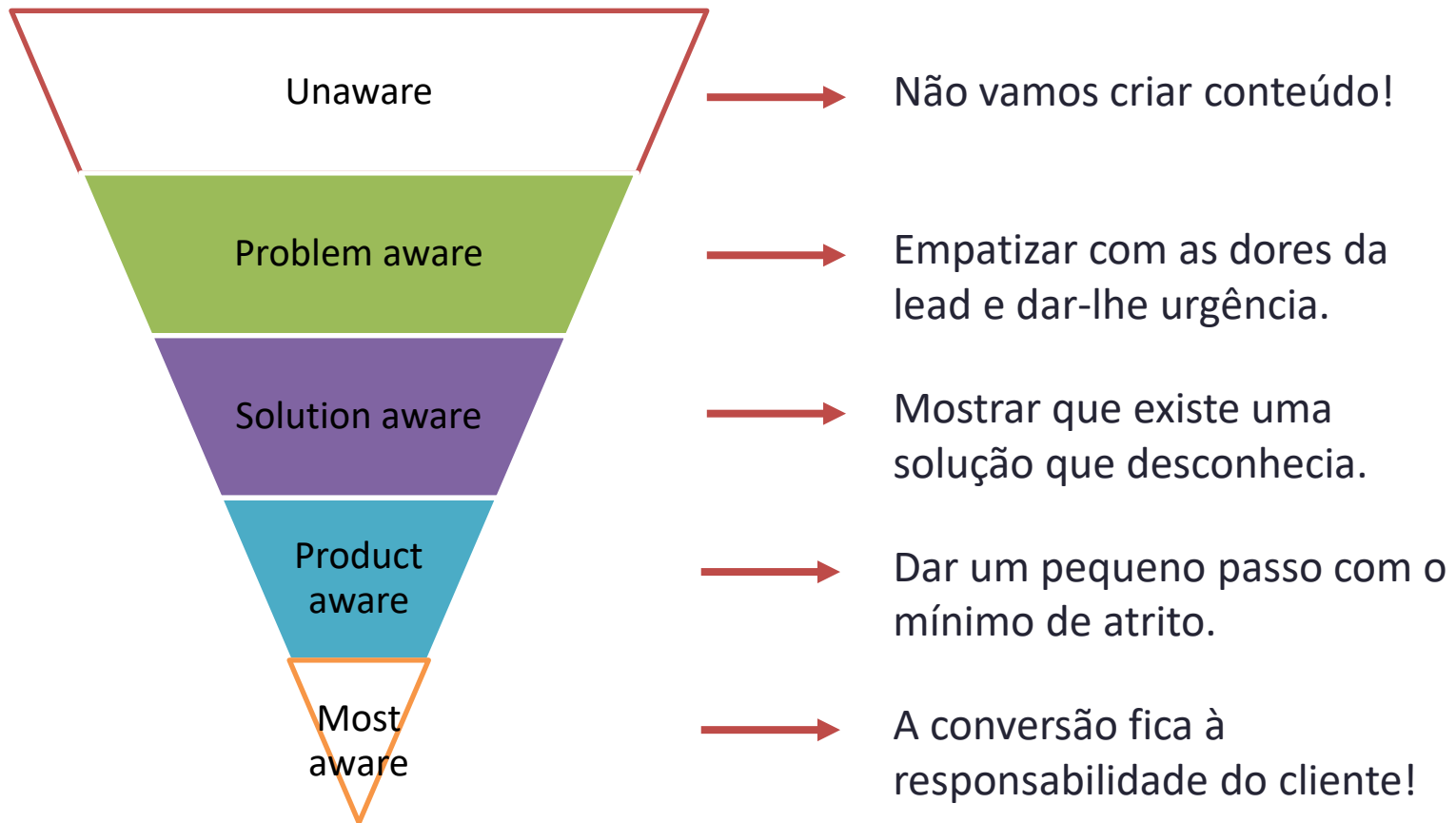
R: fazer poucos negócios com imenso investimento em ads ou prospecção e apresentar propostas sem obter resultados.

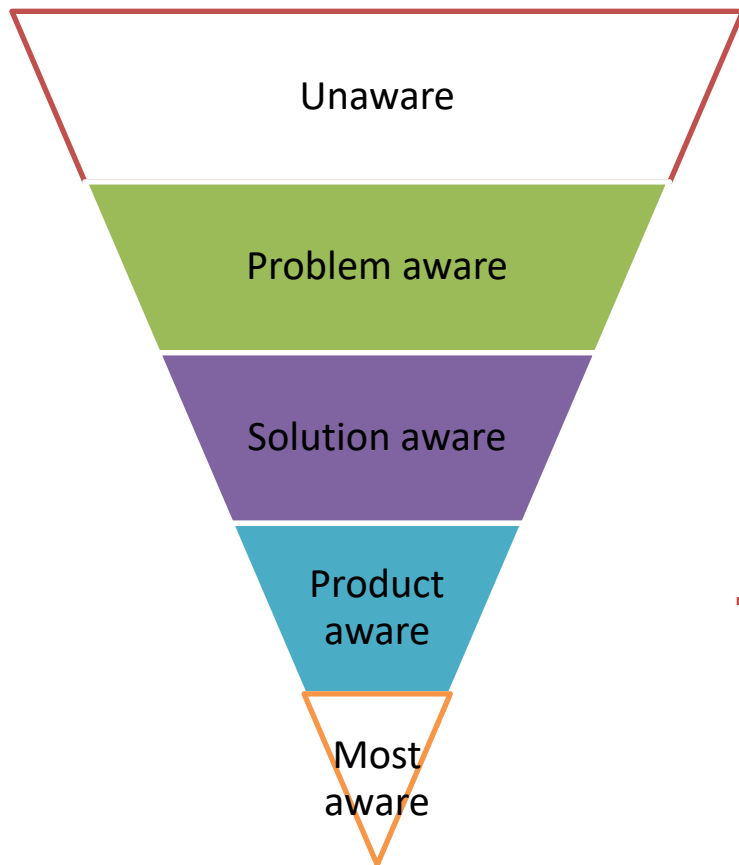


Schwartz, E. (1966). Breakthrough Advertising. Prentice-Hall

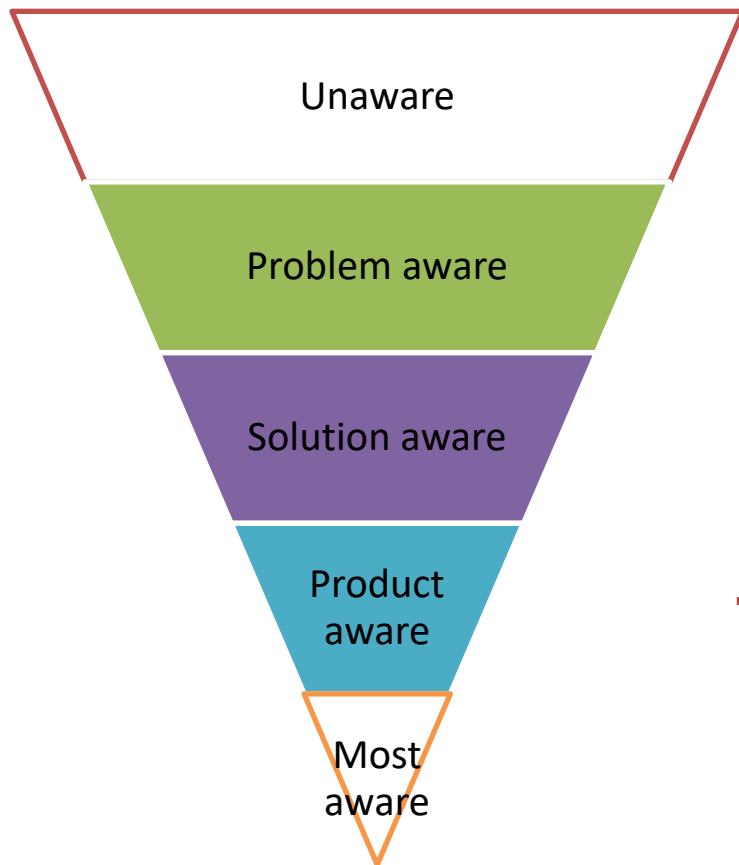








- Como encontrar o mercado-alvo?
- Como lhes falar de uma solução?
- Como lhes permitir dar o 1º passo?



- Extracção de dados de bases de dados públicas, usando scraping.
- Através de *cold emailing*, recorrendo a warmup e validação.
- Fazendo uma proposta de visita gratuita, via landing page + contacto telefónico.

https://www.apollo.io

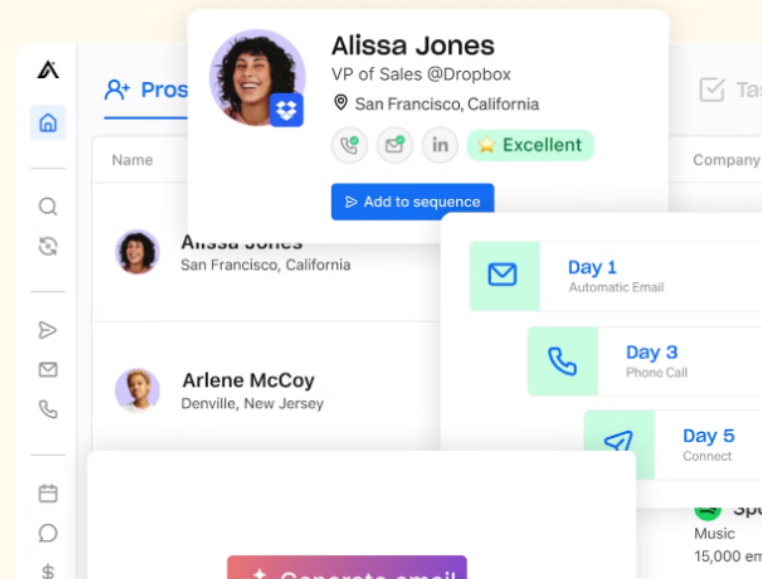
# Find and close your next deal

Power your go-to-market with one platform. Fueled by the most accurate data on 275M contacts and 73M companies.

Sign up for free

Get a demo

★★★★★ 4.8/5 based on 6,873 reviews | GDPR Compliant



Free  
\$0

⚡ **Unlimited Email Credits** ⓘ  
(10,000/month per account)  
60 Mobile Credits / year  
120 Export Credits / year

Basic  
\$49

Per user, per month  
Billed annually

⚡ **Unlimited Email Credits** ⓘ  
(Min. 120,000/year per account)  
900 Mobile Credits / year  
12,000 Export Credits / year

[Learn about add-on credits](#)

Professional  
\$79

Per user, per month  
Billed annually

⚡ **Unlimited Email Credits** ⓘ  
(Min. 120,000/year per account)  
1,200 Mobile Credits / year  
24,000 Export Credits / year

[Learn about add-on credits](#)

Most popular

Apollo Lead Scraper - Mais Negócio									
Ficheiro Editar Ver Inserir Formatar Dados Ferramentas Extensões Ajuda									
Q35									
	A	B	C	D	E	F	G	H	I
1									
2		1. Access	username	#####		password		#####	
3									
4		2. Search	https://app.apollo.io/#/people?personLocations[]=Lisboa%2C%20Portugal&organizationTradingStatus[]=private&contactEmailS						
5									
6		3. # Leads	# of leads	2000		Note: Apollo allows at most 10k/month.			
7									
8		4. Collect data	status	saving to lists...		Note: after clicking the button wait for "complete"			
9									
10		5. Get results	Click the green button and watch the Results sheet. Clone and rename it if you need to keep past results.						
11									
12									

```

2  * Maximum values for free accounts:
3  * LEADS_PER_PAGE - leads per page
4  * LEADS_PER_LIST_PAGE - leads per list page
5  * LEADS_PER_LIST - leads saved per list
6  * API_THROTTLE - default (1200) time to wait (in ms) due to max API calls (50/min)
7  */
8  const LEADS_PER_PAGE = 25;
9  const LEADS_PER_LIST_PAGE = 100;
10 const LEADS_PER_LIST = 500;
11 const API_THROTTLE = 5000;
12
13 /**
14  * Auxiliary constants:
15  * CALL_RETRIES - retries to do when calling API services
16  * HEADERS_LIFE_EXPECTANCY - 60 minutes * 60 seconds * 1000 milliseconds (30 days)
17  */
18 const CALL_RETRIES = 3;
19 HEADERS_LIFE_EXPECTANCY = 30 * 24 * 60 * 60 * 1000;
20
21 /**
22  * Common headers used in all apollo calls
23  */
24 var headers = {
25   'authority': 'app.apollo.io',
26   'accept': '*/*',
27   'accept-language': 'pt-PT,pt;q=0.9,en-US;q=0.8,en;q=0.7',
28   'cache-control': 'no-cache',
29   'content-type': 'application/json',
30   'origin': 'https://app.apollo.io',
31   'pragma': 'no-cache',
32   'referer': 'https://app.apollo.io/',
33   'sec-ch-ua': '"Not_A Brand";v="8", "Chromium";v="120", "Google Chrome";v="120"',
34   'sec-ch-ua-mobile': '?0',
35   'sec-ch-ua-platform': '"Windows"',
36   'sec-fetch-dest': 'empty',
37   'sec-fetch-mode': 'cors',
38   'sec-fetch-site': 'same-origin',
39   'user-agent': 'Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/120.0.0.0 Safari/537.36',
40   'x-kl-kfa-ajax-request': 'Ajax_Request',
41   'x-csrf-token': '',
42   'cookie': ''
43 };
44

```



Apps Script Apollo Lead

Ficheiros

apolloScraper.gs

Bibliotecas

Serviços

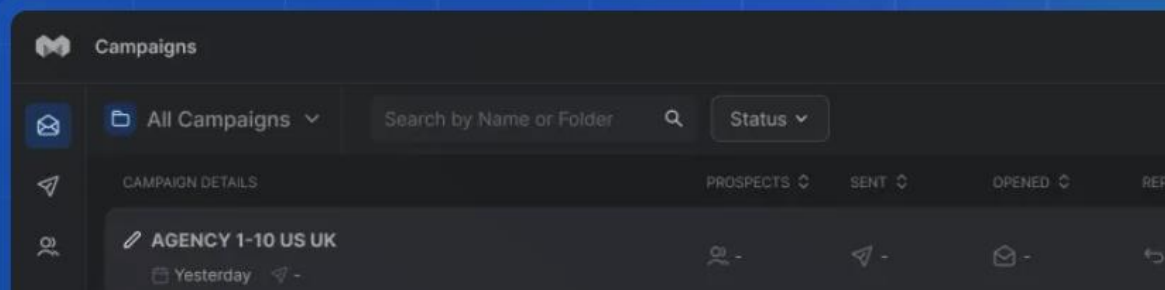
No Monthly Bills - Fair Pay As You Go Pricing

# The Only Truly 'Unlimited' Cold Emailing Platform

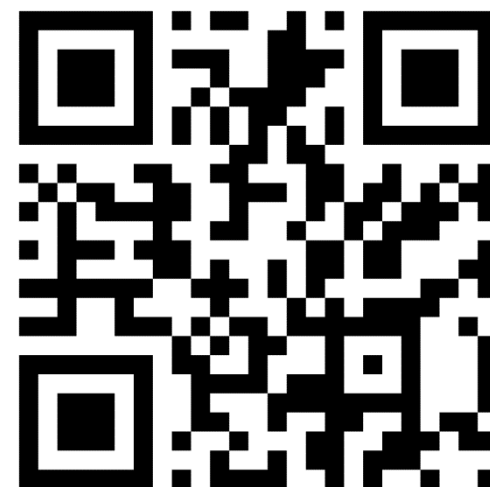
Manyreach lets you connect unlimited mailboxes to send cold emails to unlimited contacts & add unlimited team members under unlimited workspaces.

Try for Free Now →

\*No Credit Card Required



<https://manyreach.com>





<https://landingi.com>



## Networking Nacional



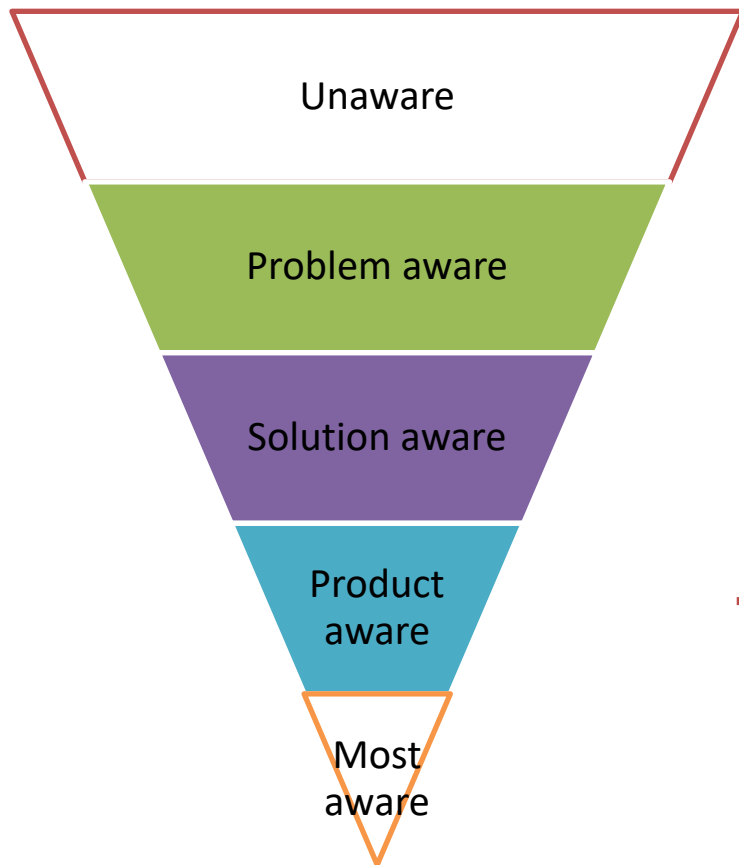
a Rede **maisnegócio** é uma marca 100% Portuguesa que organiza **mais de 250 eventos por ano** em todo o território nacional.

É livre de escolher o grupo que mais se adequa ao seu negócio!
























# +40

Grupos em Portugal



- Empresários de PME's:  
Apollo.io -> +3000 contactos
- Envio de 3 emails sobre as “dores”:  
Manyreach -> +10.000 emails
- Oferta de 1 sessão de teste:  
Landingi -> proposta de valor

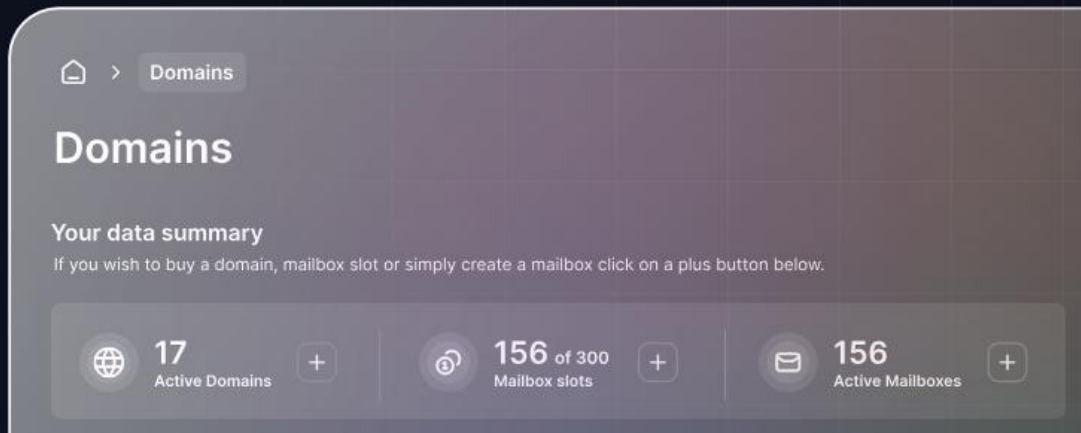


	PROSPECTS	REACHED	OPENED	CLICKED	RESPONDED	INTERESTED	OPPORTUNITIES
							
Mês 3:							
							
Mês 2:							
							
Mês 1:	3525	1169 37%	557 61%	142 16%	2 0%	-	-

\$3 and as low as \$1.75 per mailbox.

# Cold Email Infrastructure Sorted In Minutes

Create hundreds of domains and mailboxes in minutes with premium deliverability and free automated setup.

[Demo video](#)[Start now](#)

<https://mailforge.ai>




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# Email Verifier

Use the most comprehensive email checker to confirm an email address' authenticity.

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Not inspired? Try it with Mohamed from tomba.io. [Mohamed from t](#)

[Verify a list of email addresses](#) [Start with Google](#) 

4.7 / 5



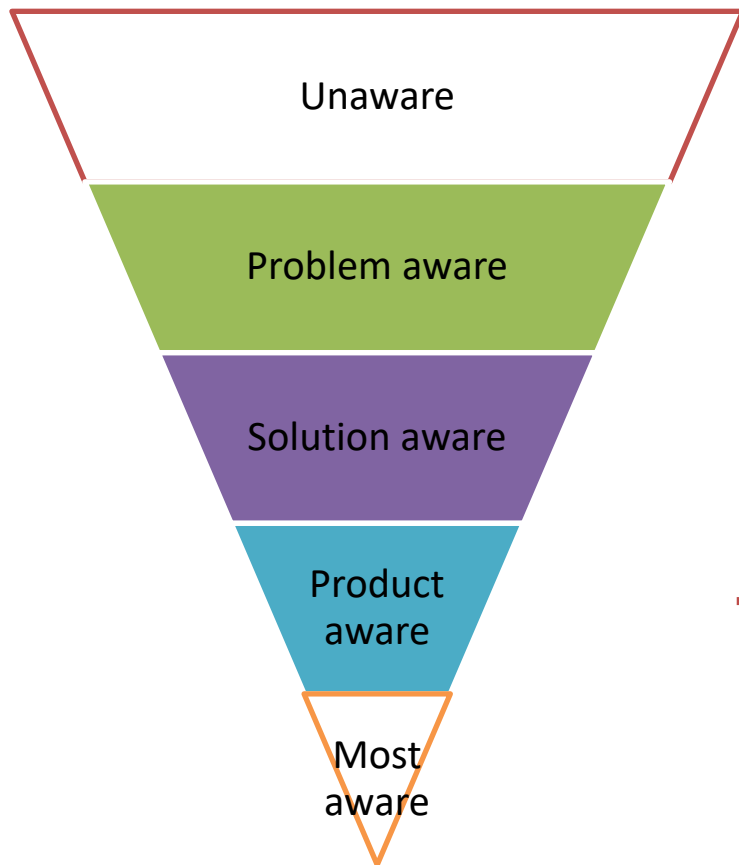
4.7 / 5



4.3 / 5

<https://tomba.io/email-verifier>


























→ Empresários de PME's:  
Apollo.io -> +1000 contactos

→ Envio de 3 emails sobre as “dores”:  
Manyreach -> +4.000 emails

→ Oferta de 1 sessão de teste:  
Landingi -> proposta de valor

	PROSPECTS	REACHED	OPENED	CLICKED	RESPONDED	INTERESTED	OPPORTUNITIES
Mês 3:	 1178	 1178 100%	 701 62%	 133 12%	 44 4%	 15 34%	 12000
Mês 2:	 1513	 1508 100%	 963 67%	 130 9%	 46 3%	 16 35%	 1600
Mês 1:	 3525	 1169 37%	 557 61%	 142 16%	 2 0%	 -	 -



Como ~~posso ajudar hoje?~~  
podes ajudar um cliente?

Foco no objectivo sem excessos  
(Ex.: Vídeo vs Texto)

Utilizar estratégias diferenciadas  
(custo/benefício)



Obrigado!  
Questões?

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