Assignment

PART-A

Task 1.

Case Study: Automating Lead Management with Apify and Make.com

Background: A digital marketing agency sought to improve its lead generation and management processes by automating the transfer of extracted leads into a structured database. The agency primarily used Apify's Google Maps Email Extractor to gather business contact details, but struggled with organizing and enriching the data for seamless outreach.

Objective: The goal is to streamline the lead acquisition process by integrating Apify with Make.com and Google Sheets. This integration aimed to automate data transfer, enhance data accuracy, and enable further lead enrichment for outreach campaigns.

Implementation

1. **Setting Up Apify Actor Monitoring**
   - The team configured Make.com to monitor the completion of the Apify actor responsible for extracting leads from Google Maps.
   - Key data points extracted included company names, email addresses, phone numbers, and locations.

2. **Automating Data Transfer**
   - A scenario was created in Make.com to fetch newly extracted lead data as soon as the Apify process was completed.
   - The extracted data was cleaned and formatted to ensure consistency and avoid duplication.

3. **Lead Enrichment**
   - To enhance the lead database, an additional scraper was integrated into the workflow to extract extra email addresses from business websites.
   - This step helped in collecting alternative contact information for a higher chance of successful outreach.

4. **Integration with Google Sheets**
    ● The structured and enriched data was automatically pushed to a Google Sheet, ensuring real-time updates.
    ● Each new lead was appended systematically, allowing the sales and marketing teams to analyze and prioritize outreach efforts efficiently.
    ● Extract only the 5 Leads data

Task 2.

1. Using the extracted lead data from Google Sheets, scrape the official websites of two selected brands to retrieve their **"About Us"** or general brand information using a Python script.
2. Identify niche-related keywords from the extracted brand descriptions and generate content based on these keywords.

NOTE:

1. Save the relevant files or screenshots in Google Drive under a folder named **"Growify_Assignment"** and share access with **reporting@growify.in** and **info@growify.in**
2. Ensure that your Make.com scenario is saved for future discussion during the interview.

PART-B

Airtable Setup Test

Purpose: We are a High Tech Enabled agency and we want to know your grasping skills for using tool.

Step 1 - Please click on the following link
 https://airtable.com/invite/r/4Jy8m50k

Step 2 - Sign up and do the onboarding (don't worry about choosing the right setups here)

Step 3 - Verify the email by going to your email and confirm the email

Step 4 - Setup a base Add 3 columns with 3 rows of data

      i.   Name
     ii.   Number
    iii.   Lead Priority (Single Select)
    iv.   High Value
     v.   Med Value
    vi.   Low Value

Step 5 - Create a new view grid video and in this group the data by Lead Priority

Step 6 - Take a screenshot of this view and share it with us