

Prospect Enrichment - Marketing and Advertising Services

Step #1: Update Company Name and Web Address

First, visit the web address and update the company name to reflect the way they spell it and capitalize it. Make sure not to include company designations like LLC or Inc. If the URL redirects, then update the web address with the new address.

Example #1:

Given a line with

Company Name: VUNGLE, INC.
Web Address: www.vungle.com

You should enter

Updated Company Name: Vungle
Updated Web Address: www.vungle.com

Example #2:

Given a line with

Company Name: Kohnke Communications LLC
Web Address: www.kohnkecomm.com

You should enter

Updated Company Name: TriplePoint PR
Updated Web Address: www.triplepointpr.com

If you notice that this is a company you have seen before, mark the Status column as Duplicate and move on to the next one.

If the website is non-existent, mark the Status column as Can't Find Company and move on.

Step #2: Determine if this is a Marketing or Advertising Agency

Look at the website to determine if this is a company that is hired by marketing departments as a consultant to help with projects.

Signs that the company is not an agency:

- They make a software or hardware product
- They have a pricing page

If it is not an agency, mark the Status column as Not an Agency and move to the next one.

Step #3: Find out who is in charge

Figure out the person who is in charge of the company and/or are in charge of the sales and operations of the company by visiting the website and/or using LinkedIn

Titles that indicate they are in charge or run sales and operations, in order of preference:

1. CEO
2. President
3. VP of Sales
4. VP of Business Development
5. COO
6. Partner
7. Principal

Titles that indicate the ARE NOT in charge of the business operations of the company:

- Chief Creative Officer
- Creative Director
- Art Director
- Anything with the word 'Creative' in it

If there are multiple people that might be in charge, choose the one with the highest ranked title listed above.

Step #4: Find the email address

Use whatever tools you have available to determine the person's email address. If you cannot find the email or your tools indicate a very low level of confidence with the email address, mark the Status column with Can't Find Email and move on.