# Growth Hacking Guide for Finding People and Content 2021

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# Buy the Growth Hacker Tool Bundle for $99!

We sell [a 13 tool bundle that includes the following for only $99](#). We will discuss how to use each of these tools in each chapters of the book to let solopreneurs, small businesses, agencies etc. to become pros at growth hacking at a cost everyone can afford.

## Social Media Scrapers

### Twitter Scraper Tools

Twitter Bio Scraper tool

Scrape Tweets from user's timeline

Search Recent Tweets by Keyword, Hashtag or URL tool

Track Twitter Hashtags & Keyword Tool

### Instagram Scraper Tools

Instagram Profile Scraper Tool

Instagram Bio Search Scraper Tool

### Linkedin Scraper Tools

Linkedin People Finder

Linkedin Company Finder Tool

## Google SERP scraper

## JournalistFinder Tool

## News Scrapers

Search News by keywords

Search News by city/state

# Lead Generation

Email Crawler

Email Permutation Google Sheet

Yellowpages Scraper Tool

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# Introduction: What Is a Growth Hacker?

*A highly resourceful and creative marketer singularly focused on high-leverage growth.*

**Growth Hacking is conducting marketing experiments to uncover strategies to acquire and retain customers/users using data.**

It can be anything - viral marketing, publicity stunts, leveraging trends or other people's audience, inbound/outbound/automated, copywriting, gamification, etc. The possibilities are infinite.

A growth hacker is someone that operates at the intersection of product, marketing, and technology to methodically acquire, activate and retain users/followers/clients.

**A Growth Hacker uses inbound and outbound strategies to attract traffic.**

Unlike a digital marketer, a growth hacker will not be limited to a few channels of customer acquisition such as pay per click (PPC) advertising but rather embrace the entire gamut of options such as content marketing,social media marketing, digital PR, influencer marketing etc.

A growth hacker will use all the techniques shown below for customer acquisition:

1. **Inbound (Pull Tactics) -**

> 1.1 **Your Audience:** Blogging, SEO, Podcasting, Social Media, E-Books, Webinars, Guides, Whitepaper, Infographics, Videos/YouTube, Slide Decks, Contests

> 1.2 **Leveraged Audience:** Guest Blogging, Guest Podcasting, Speaking at Conferences, Guest Hosting Webinars, Deal Sites, Marketplaces, digital PR soundbites and quotes in media publications.

2. **Outbound (Push Tactics)** - Affiliates, Direct Sales. Paid Ads, Promotional Swaps

3. **Automation** - Network Invitations (Phone Contacts, Email Contacts, Social Contacts), Social Sharing, API Integrations

**Specrom web scraping and social media automation tools will help growth hackers achieve their goals at a cost thats affordable to even small businesses ($99/year).**

# How to Work with the Data?

## Import into Google Sheets

All our scraping tools will generate a publicly accessible CSV file. You can open these files in Google sheets by using IMPORTDATA(url) function.

Step 1: Open a new google sheets by File > New > Spreadsheet

Step 2: Go the the first cell and enter the IMPORTDATA function and hit enter.

=IMPORTDATA("https://e1-testing-public-bucket.s3.amazonaws.com/880fe76a-28e2-47b2-9c34-9fb7ac59b6bd.csv")
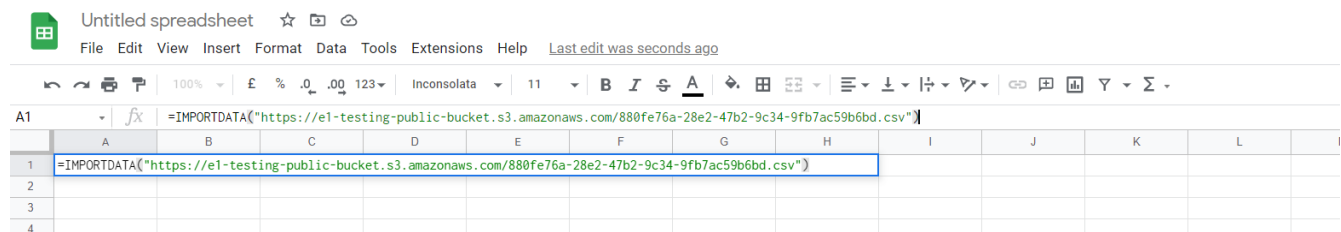
Step 3: In few seconds or a minute depending on the size of the file, you should see the CSV file loaded into the Google sheet.
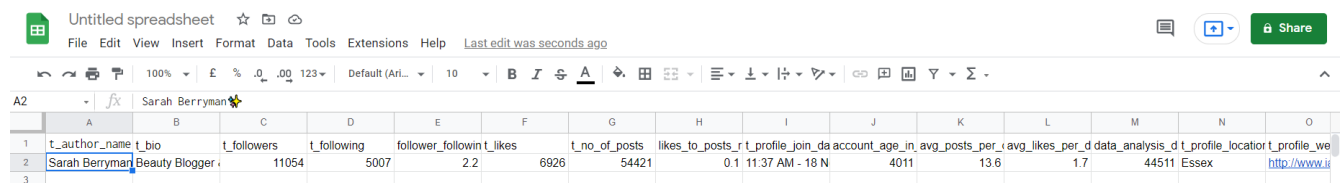
Step 4: Now you can filter, sort and manipulate the data and save it for further steps or for using it as an input file for automation and web scraping tools.

A classic example is that you use keywords as an input search query for Google search scraper tool and it generates a CSV file. The URLs that you get in the resulting CSV can be opened in Google sheet, sorted and filtered to only keep the relevant results, and this new sheet can be used as an input for email scraper and crawler to find email addresses at the URLs.

Applying different web scrapers or automations sequentially really magnifies the growth hacking potential of the entire workflow and gives you the results you need to supercharge your marketing efforts.

# Chapter 1: Find People

A keystone of social media automation and growth hacking is finding people that you should engage with. You may be finding people to grow your audience and increase followers, find new customers, or find influencers.

The top reasons are listed below:

**Find influencers to power your influencer marketing**

Build connections with influencers in your particular niche. Since all the data is already in a spreadsheet, you can sort by certain words or phrases related to your business in their bio description. You will also be able to filter by location and see the amount of post engagement and number of followers.

**Search for potential customers**

Searching for potential customers is necessary for building up your customer base or finding the initial beta users. Once you have exported all the search results for a particular keyword in a CSV file, you can further filter Twitter bios column to find consumers who define themselves with a similar niche and may be interested in your product/service, or by location.

**Find email addresses**

Our tool will extract email addresses from profiles that have mentioned it in their Twitter bio. So you can supercharge your email marketing and cold outreach efforts.

**Great for journalists and content creators**

Are you trying to do research for a story or a content you are creating? our Twitter bio search tool is perfect to find twitter users to interview or research for your story.

**Identify and follow relevant users**

Identify relevant users on Twitter and grow your number of followers by using follow/unfollow strategy.

## 1.1 Twitter Bio Search and Scraper Tool

→ Keyword based search bar on Twitter is an excellent way to find relevant users.
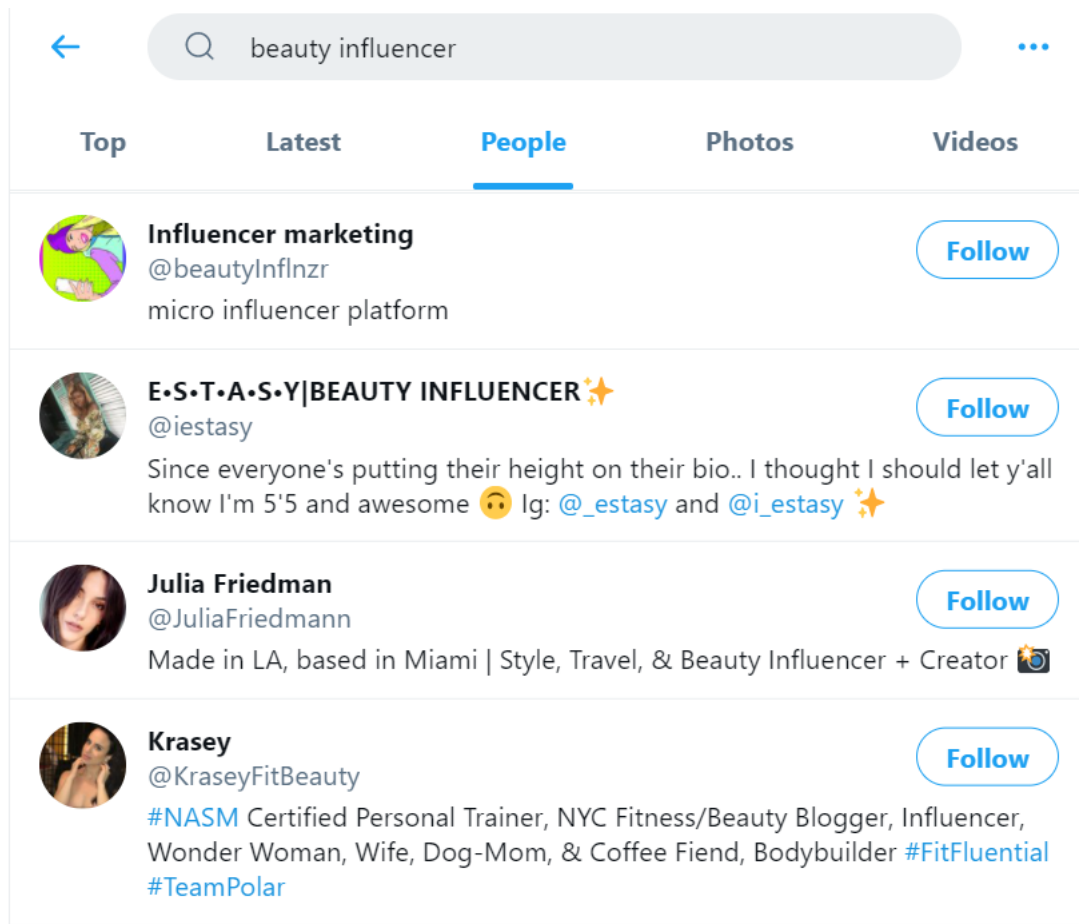


Figure 1: A screenshot of Twitter bio search

Our Twitter bio scraper tool exports this information into a CSV file for further analysis

Twitter Bio Scraper Sample File : Search term: "beauty influencer"

| t_author_name | t_bio | t_followers | t_following | follower_following_ratio | t_likes | t_no_of_posts | likes_to_po |
|---|---|---|---|---|---|---|---|
| Influencer marketing | micro influencer platform | 6584 | 8787 | 0.7 | 454 | 1128 | |
| NEW NEW 🐮 | Suspended at 53k on 8/28/2019 (@DrankMySoda)👇• Beauty Influencer 🔔 • Block Game Strong 🚫 | 27846 | 12065 | 2.3 | 369 | 12349 | |
| Jess | Beauty & | 🌿Beauty & skincare edit for women 30+ 🌿 Life (style) in Bristol & Devon Instagram.com/ | | | | | | |

Search term: "beauty influencer"

Table 1: a screenshot of the CSV file generated by Specrom's Twitter Bio Scraper.

→ **You can enter upto 5 search queries per request: Just specify the search keywords and maximum number of rows to fetch and generate a CSV file that is emailed to you directly.**

Information contained in the CSV.

**Fields directly scraped from Twitter.com:**

•t_author_name: Name of the Twitter account.
•t_twitter_username: Username of the Twitter account.
•t_profile_join_date: Date and time of Twitter account creation (in UTC).
•t_verified: Whether the Twitter account is verified or not.
•t_bio: Bio of the Twitter account which is mentioned in its Twitter profile.
•t_profile_location: Location which is mentioned by the Twitter account.
•t_profile_website: URL of website mentioned by the Twitter user.
•t_following: Number of Twitter accounts the user is Following.
•t_followers: Number of Followers of the Twitter account.
•t_likes: Number of tweets which are liked by the Twitter account.
•t_no_of_posts: number of tweets posted by the Twitter account.
•Profile URL: URL of the Twitter account's profile.
•Email: email address of the user (if mentioned in author bio).
•search_term: search term entered in our scraper tool.
•data_analysis_date: date when our tool extracted the data.
**Analytics columns**

- follower_following_ratio: A ratio of number of followers to number of people you are following. Typically, an influencer should have more followers then number of accounts being followed; aka ratio of lower than 1. Successful (micro)influencers have this number higher than 10.
- likes_to_posts_ratio: A ratio of number of likes by the user over number of posts by the user. A value higher than 5 typically is associated with an active Twitter user who is less likely to be an influencer and typically follows other influencers.
- account_age_in_days: Age of the account in days.
- avg_posts_per_day: We get this value by dividing the number of posts by account age in days. Typically, an influencer/active Twitter user posts atleast 3 Twitter posts a week, so a value of 0.4 or higher is a great surrogate indicator of user engagement.
- avg_likes_per_day: We get this value by dividing the number of posts by account age in days.

**Let us discuss some of the sorting and filtering techniques that will help you identify the users you want to target.**

- If you are looking for an influencer, then you want someone who is being followed more times than the number of accounts he is following aka follower/following ratio over 1.

- Influencers should also be active Twitter accounts, meaning that they should post atleast 3 times a week or a value of 0.4 or higher average Twitter posts a day

- A follower count of over 10,000 is normally expected for influencers. If you are looking for microinfluencers then it is expected that the user will have between 1,000 and 10,000 followers.

- Account age is a great indicator of whether an user is real or not. Older Twitter accounts are one of the obvious indicators of being associated to a real person rather than bots.

- If you are trying to increase followers, than using the follow/unfollow stretegy usually works well only in case of accounts with follower count of less than 2000. Accounts with higher number of followers may not notice you enough to follow you.

- Likes are an excellent measure of engagement. The more someone likes, the more he/she/they are consuming other peoples tweets. That's generally a good thing (because it means that others are more likely to RT you). Here, we breakdown this audience by the amount that they like (as a ratio of total activity). We define activity as sum of posts and number of likes. This ratio is between 0-1; If it's near 1 aka very high, then it means that the user is just "liking" other posts without retweeting or posting tweets of their own; this could indicate that its a bot account. On the flip side, low engagement Twitter accounts only push their posts and don't like other's contents, these will have a ratio equal to or closer to 0. An influencer account with healthy engagement should have this ratio between 0.2 to 0.5.

**So how many results can you scrape from Twitter bio search?**

11

Twitter will show about 1000-1500 profiles for a very popular search term. It takes our Twitter scraper about 50 mins to scrape profile info from about 1000 profiles.

Paid accounts can search for 5 keywords at one time, hence we recommend that you run minor variations of searches such as:

beauty influencer near:miami within:300mi

beauty influencer near:chicago within:300mi

beauty influencer near:atlanta within:300mi

# 1.2 Instagram Bio Scraper Tool

Specrom's Instagram bio scraper tool searches Instagram bios for by entering a keyword and export matching Instagram user data as a CSV file.

This tool is very similar to Twitter bio scraper tool we discussed in the earlier section.

You should be searching and extracting users from both Twitter and Instagram since there are many users who are more active on one platform and it makes sense for you to reach out to all of them as part of your social media marketing and automation strategy.



instagram-bio-search-scraper-demo-file : search keyword: beauty influencer

| i_author_name | i_bio | i_followers | i_following | i_no_of_p |
|---|---|---|---|---|
| Daphne - Beauty Influencer | #beautyinfluencer #beautyproducts #luxurymakeup #skincareblogger #nichefragrance 🧴🖌️💄🧮🥗 PR 👉 cosmeticsnob @gmail.com | 36046 | 1506 | |
| | Skincare & beauty Influencer 💌 Email me to collab | | | |

search keyword: beauty influencer

Table 2: A screenshot of the CSV file generated by Specrom's Instagram Bio Scraper Tool.

# 1.3 JournalistFinder Tool

One of the best class of influencers are journalists and you can find them in bulk by using our JournalistFinder tools.

**JournalistFinder is a media contacts database to help you find targeted journalist contact details.**

✓ We currently index 30,000 domains and over 300,000 journalists and influencers in our database.

✓ Our tool is incredibly easy to use. You get access to Google sheet containing all the domains and information such as country, language, whether it accepts contributed content etc. You can use this find the domains for your niche.

✓ Next, go to the JournalistFinder tool page enter the domain (such as CNN.com) to get a CSV file by email containing journalist details.

✓No row limits on exported CSV files and one concurrent data extraction per user

✓ Get over 10 attribute columns such as bio, topics/beats, location, social media handles, email of journalists so that you can filter the CSV locally.

Journalist info file for arstechnica.com (Generated by JournalistFinder.com Tool) : demo

| journalist_name | bio | job_title | location | main_outlet_name | emails | outlet_url | beats | twitter | instagram | lin |
|---|---|---|---|---|---|---|---|---|---|---|
| Nate Anderson | Deputy Editor at Ars Technica. Author of The Internet Police: amzn.com/0393062988 | Senior Editor | Chicago | Ars Technica | | arstechnica.com | Metro Chicago, Opinion and Editorial, Technology, U.S. | http://twitter.com/NateXAnderson | | ht .c |
| John Timmer | Chief science wrangler for Ars Technica. Writes, edits, and teaches science communications. | Science Editor and Writer | Big Delta, New York | Ars Technica | | arstechnica.com | Science, Technology, U.S. | http://twitter.com/j_timmer | | ht .c |
| Jim Salter | @ArsTechnica technology reporter, @2_5adm1ns co-host, mercenary sysadmin, and gadfly. He/him.  #BlackLivesMatter. Don't like it? Don't bother following. | Technology Reporter | Columbia | Ars Technica, Freelance | | arstechnica.com | Technology, U.S. | http://twitter.com/jrssnet | | ht .c lin |
| | Senior Space | | | | | | | | | |

demo

Table 3: A screenshot of the CSV file generated by Specrom's JournalistFinder Tool.

## 1.4 Linkedin People Finder and Linkedin Company Finder

There is a large subset of professionals who do not maintain an active Twitter or Instagram account.

However, they do have a Linkedin profile and since they keep it as their digital resume, most people tend to keep it pretty updated.

You can export Linkedin people profiles by using our [Linkedin people finder](#) and export company profiles using [Linkedin company finder](#).

## 1.5 Twitter Profile Scraper and Instagram Profile Scraper

You might already have a list of social media handles that you need to sort and filter based on follower counts, keywords in bios etc. In these cases you should use:

**[Twitter profile scraper](#)**

**[Instagram profile scraper](#)**
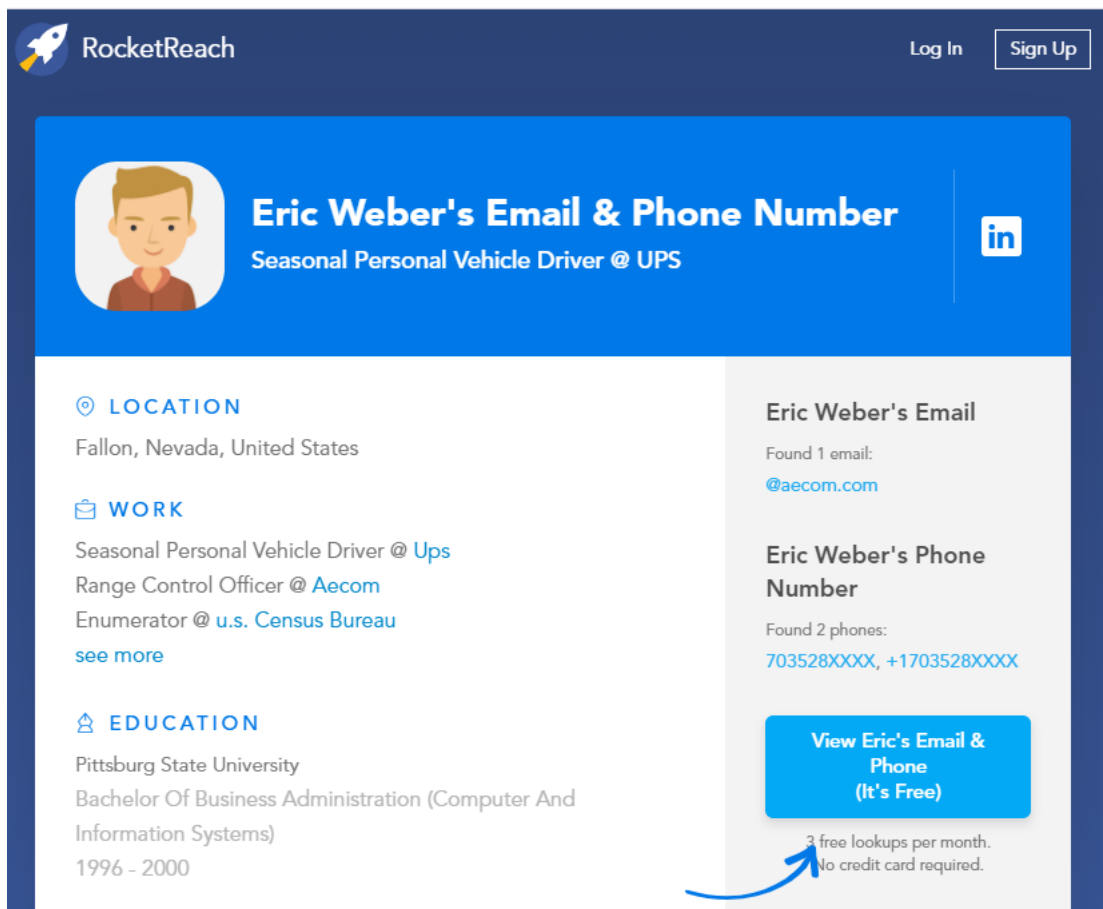
Many company twitter accounts rarely follow anyone, hence, trying to engage with them using a follow/unfollow strategy might not work as well.

Similarly, accounts having over 10,000 followers may also not be very inclined to follow everyone who follows them so you can remove them from any follow/unfollow strategies.

You can see follower count and followed count using the file extracted from Twitter profile and instagram profile scraper.

## 1.6 Google Scraper Tool

There are paid lead generation and people search tools such as rocketreach.co, apollo.io etc. They basically contain data extracted from person's resume, Linkedin etc.

Figure: An example of the [public profile webpage](link) from rocketreach.

Figure: An example of the [public profile webpage](#) from Zoominfo



Figure: An example of the [public profile webpage](#) from Apollo.io

All of these have pretty expensive subscriptions that will not fit many growth hacker's budget but worry no more.

This book is all about generating the best growth for your company with spending just $99 a year for our growth hacking bundle so let us give you a couple of ideas to get you that data.

Zoominfo.com, rocketreach.co and apollo.io have millions of webpages indexed by Google, so you can get lots of free information by simply doing a site specific search.

A google search such as one below will pull the webpage shown above.

*Eric Weber site:rocketreach.co/\**

Similar Google searches such as shown below will extract webpages from other such lead generation databases.

**Eric Weber site:apollo.io/\***          **(if you want both people and companies)**

**Eric Weber site:zoominfo.com/\***       **(if you want both people and companies)**

**Eric Weber site:zoominfo.com/p/\***     **(only people profiles)**

**Eric Weber site:zoominfo.com/c/\***     **(only company profiles)**

Now, we know that Google search based on name alone is a pretty blunt tool, and you will still have to go through multiple pages of Google search and read the snippets to make sure you are looking at the right Eric weber.

Alternately, maybe you are trying to look for everyone who has a similar job title or work profile. A search like the one below might give you everyone who works in digital marketing in Atlanta, GA area.

**digital marketing Atlanta, GA site:apollo.io/\***          **(if you want both people and companies)**

**digital marketing Atlanta, GA site:apollo.io/people/\***   **(only people profiles)**

**digital marketing Atlanta, GA site:apollo.io/companies/\***     **(only company profiles)**

[Google scraper](#) Tool is an excellent way to run these searches, paginate automatically to get 90-100 results and get a CSV.

| snippet | title | url |
|---|---|---|
| More than this, we are a full service digital marketing agency and consultancy providing a wide range of services: Web Design ☆ Search Engine Optimization ☆ . | An Atlanta, GA SEO Company and Full Service Digital ... | https://www.apollo.io/companies/Atlanta-SEO-Pro--LLC---An-Atlanta--GA-SEO-Company |
| View James Yates' business profile as Senior Copywriter at Atlanta SEO Pro, LLC - An Atlanta, GA SEO Company and Full Service Digital Marketing Agency. | James Yates - Senior Copywriter - Atlanta SEO Pro, LLC - An Atlanta ... | https://www.apollo.io/people/James/Yates/5e7cef9971766f0001dc86ff |
| More than this, we are a full service digital marketing agency and consultancy providing a wide range of services: Web Design ☆ Search Engine Optimization ☆ . | Maegan Hall - Colleagues at Atlanta SEO Pro, LLC - Apollo.io | https://www.apollo.io/people/Maegan/Hall/54a632b17468692cf007a2c9 |
| Localmatterz is a Digital Marketing agency based out of Atlanta, GA. We, LocalMatterz, specialize in putting our customers first. We love everything about... | Localmatterz, LLC - Overview, Competitors, and Employees | https://www.apollo.io/companies/Localmatterz--LLC/5b85c54df874f776bfee308d |
| HeadsUp Marketing is a full service digital marketing agency based in Atlanta, GA. We take a lot of pride in helping our clients succeed in growing their... | HeadsUp Marketing Agency - Apollo.io | https://www.apollo.io/companies/HeadsUp-Marketing-Agency/55697b617369642579603c |
| Vroom Digital, LLC is an Atlanta, GA based full service agency specializing in Web Design, Graphic & Identity Design, Search Engine/ Network Marketing,... | Vroom Digital LLC - Overview, Competitors, and Employees | https://www.apollo.io/companies/Vroom-Digital-LLC/5d095802a3ae6127df8744cc |
| Founded in Atlanta, GA, Dragoons Media is a veteran owned digital marketing agency on a mission to partner with the next generation of industry giants. | Dragoons Media - Overview, Competitors, and Employees | https://www.apollo.io/companies/Dragoons-Media/5b13bc34a6da98dcb895960a |
| MBDM Group is a boutique agency located in the Buckhead neighborhood of Atlanta, GA. Our team specializes in B2B and B2C digital marketing in a results and... | MBDMG - Overview, Competitors, and Employees | Apollo.io | https://www.apollo.io/companies/MBDMG/5e56c33e15f95c0001988d2a |
| Lavender Digital is a digital marketing agency in Atlanta, GA. We are a creative team specializing in storytelling through videos, websites,... | Lavender Digital - Overview, Competitors, and Employees | https://www.apollo.io/companies/Lavender-Digital/559202d473696418fbec1500 |
| Founded in 2009, Avenue180 is a digital agency headquartered in Atlanta, GA. Avenue180 an ROI focused marketing agency, focused on tackling unique... | Avenue180 LLC. - Overview, Competitors, and Employees | https://www.apollo.io/companies/Avenue180-LLC-/556ce03473696411e3f24900 |
| BlueGreen Digital is your premier digital marketing agency serving the needs of small to ... Proudly headquartered in Atlanta, GA, USA, | BlueGreen Digital - Overview, Competitors, | |

Figure: A screenshot of the CSV file generated by Google Scraper Tool for the search query: digital marketing Atlanta, GA site:apollo.io/\*

Once data is in CSV file, you can quickly identify your prospects, and you can then try to reach out to them either via social media or find their email addresses.

Either way, Google scraper tool is indispensible for any growth hacker to find people and companies and perfect complement to Twitter, Instagram and Linkedin searches.

# Summary

The overall goal of this chapter was to help you find people on social media platforms such as Instagram, Twitter and Linkedin.

You can filter results and the shortlisted results can be entered in the spreadsheet that has profile URLs of the people you are interested.

You can use this spreadsheet in as part of your social media automation workflow where you can auto follow/unfollow shortlisted people.

# Chapter 2: Find Content Worth Sharing – Using News, Twitter, and Google Web Scrapers

The life blood of any social media management is curating and sharing great content.

Ofcourse you will want to share posts that try to pitch your products and services, but if thats all you do than than you will not have engaged followers.

Your account timeline should be full of interesting tweets, content, videos etc. so that a prospective user is enticed enough to start following you.

In this chapter we will assume that you are already an expert in writing content that specifically pushes your products and services. Here our goal is to help you find additional content.

All successful social media managers try to post content that's informative, funny, viral worthy or just things that your audience will find worthy of not only engaging but also sharing among their networks.

You can also use this to find content ideas for original content. This chapter tells you all the ways you can find content worth sharing.

Our goal in this chapter is singularly to help you devise a workflow that gets you lots of interesting content that you can shortlist, curate and convert to posts.

You can create a spreadsheet of 50-100 shortlisted posts that can be scheduled to publish in whatever frequency you like thus always ensuring that your followers have great content to consume by using your account.

All the tools discussed below are available to anyone with Specrom data marketplace subscription at only $39/month or $99/year.

## 2.1 News

One of the most common content to share on social media like Twitter is sharing recent news stories.

In all probability, you are already doing that in your social media posts.

You can just share whichever stories appear interesting; in most cases you might be using google news or google alerts.

In this section, let us try to create a workflow that ensures that all the interesting news stories come to you in a format thats ready to be converted into posts with little effort.

### 2.1.1 Track news by keywords: Specrom News Tracker Tool

If you operate in a well defined niche than your audience is probably interested reading about news stories in that niche.

You should track news for the certain keywords that are important to your business or to your followers.

Using the spreadsheet created at the end of chapter 1 as reference, you should just search for news stories that match certain keywords and you can quickly glance through that to find news stories that are worth sharing.

You can quickly glance through the news stories, shortlist them, and use it for posting content in an automated workflow discussed in chapter 3.

Specrom News Tracker lets you track recent news articles, blog posts whenever some outlet mentions the keywords set by you (maximum 5 search queries).

This is a Google Alerts alternative on steroids. Everyday you get a CSV file containing all the hits matching the search query from over 30,000 news outlet domains that we crawl and index everyday.

You get the data fields such as author, full content, description (from meta tags), title, source name etc. as shown in table 4.



| author | content | description | publishedAt | source_name | source_url | title | url | urlToImage | search_ |
|--------|---------|------------|-------------|-------------|------------|-------|-----|-----------|---------|
| Shamira Ibrahim | Fellow Real Hou | The mystery beh | 2021-08-09 | Vulture | vulture.com | Real Housewive | https://www.vultu | https://pyxis.nym | influenc |
| | One of the earlie | is a micro influer | 2021-08-09 | Business Insider | businessinsider.c | How influencers | https://www.busi | https://i.insider.c | influenc |
| | A Snickers adver | Boxes of Snicke | 2021-08-09 | Business Insider | businessinsider.c | Snickers pull TV | https://www.busi | https://i.insider.c | influenc |
| | Beauty shop IPC | Nykaa is adding | 2021-08-09 | Reuters | reuters.com | Beauty shop IPC | https://www.reut | https://www.reut | influenc |
| Alice Murphy | An untouched ba | The little-known | 2021-08-09 | Mail Online | dailymail.co.uk | Australia's best | https://www.daily | https://i.dailymai | influenc |
| | Bigg Boss OTT i | Bigg Boss OTT i | 2021-08-09 | India Today | indiatoday.in | Bigg Boss OTT | https://www.india | https://akm-img- | influenc |
| | Quan has receiv | Quan Hongchan | 2021-08-09 | | yahoo.com | Quan Hongchan | https://sports.yal | https://s.yimg.co | influenc |
| | Quan has receiv | Quan Hongchan | 2021-08-09 | BBC News | bbc.co.uk | Quan Hongchan | https://www.bbc. | https://ichef.bbci | influenc |
| | The Global Peris | Global Perishabl | 2021-08-09 | | yahoo.com | The Global Peris | https://sports.yal | https://s.yimg.co | influenc |
| ReportLinker | The Global Peris | Global Perishabl | 2021-08-09 | GlobeNewswire | globenewswire.c | The Global Peris | https://www.glob | https://ml.globen | influenc |
| | L'Occitane's new | L'Occitane's new | 2021-08-09 | The Hindu | thehindu.com | Immortelle Rese | https://www.theh | https://www.theh | influenc |
| ReportLinker | The Global Build | Global Building 1 | 2021-08-09 | GlobeNewswire | globenewswire.c | The Global Build | https://www.glob | https://ml.globen | influenc |
| ReportLinker | The Global SFF | Global SFF Boar | 2021-08-09 | GlobeNewswire | globenewswire.c | The Global SFF | https://www.glob | https://ml.globen | influenc |
| ReportLinker | The Global Circu | Global Circulatin | 2021-08-09 | GlobeNewswire | globenewswire.c | The Global Circu | https://www.glob | https://ml.globen | influenc |
| Brittany Chain | Sydney's rich an | Nathan Favro, a | 2021-08-09 | Mail Online | dailymail.co.uk | Covid NSW: Syd | https://www.daily | https://i.dailymai | influenc |

News_Tracker_to_Monitor_News_by_Keyword.csv

Table 1: CSV file created by Specrom News Tracker that is emailed to you everyday.

## 2.1.2 Track news by City/State: Specrom Google News Scraper Tool

If your business is limited to a local geographical area or if a large fraction of your followers are centered to a particular area than you should use [Google news scraper](#) to find all news stories in that area.

Even if your business is global, we recommend that you set a tracker on major cities like New York city, Los Angeles etc. to find funny, odd, totally unexpected news items that you can share with your readers.

You will use city, state as input and get an output file shown in table 2 that will be emailed to you everyday.

Remember that people may not live in LA or NYC but they still be very much interested to know about random stories like soda tax in NYC etc. since lots of people are culturally connected to these cities thanks to hit TV shows like sex and the city, Sienfield etc.

Since you arent getting filtered news stories by keyword, this actually gives you a much broader net and you can find some hidden gems or truly weird or shocking news stories.

| published_date | source name | source url | title |
|---|---|---|---|
| Mon, 08 Nov 2021 00:48:00 GMT | WSB Atlanta | https://www.wsbtv.com | Atlanta 911 Call Center switches to backup operations after power outage - WSB Atlanta |
| Sun, 07 Nov 2021 15:11:51 GMT | The Atlanta Journal Constitution | https://www.ajc.com | Netflix picks up series based on Tom Wolfe's Atlanta-focused 1998 novel 'A Man in Full' - Th |
| Sun, 07 Nov 2021 21:05:00 GMT | 11Alive.com WXIA | https://www.11alive.com | Atlanta mayoral election results will be certified tomorrow | Here is the latest on the race. - 1: |
| Sun, 07 Nov 2021 13:17:00 GMT | AL.com | https://www.al.com | Oops! Atlanta may be following lead of Homewood & Mountain Brook - AL.com |
| Sun, 07 Nov 2021 21:09:55 GMT | Atlanta Journal Constitution | https://events.ajc.com | Mac Frampton in Concert at Morningside Presbyterian Church, 1411 N. Morningside, Atlanta |
| Sun, 07 Nov 2021 20:35:01 GMT | The Atlanta Journal Constitution | https://www.ajc.com | Man dies in hospital after shooting near park in Atlanta - The Atlanta Journal Constitution |
| Sun, 07 Nov 2021 21:36:39 GMT | Patch.com | https://patch.com | These Are The Counties In The Atlanta-Sandy Springs-Roswell, GA Metro Area With The M |
| Sat, 06 Nov 2021 17:12:00 GMT | CBS46 News Atlanta | https://www.cbs46.com | Atlanta's Walk to End Alzheimer's raises more than half a million dollars - CBS46 News Atlar |
| Sat, 06 Nov 2021 11:35:00 GMT | WCLK | https://www.wclk.com | Kiplyn Primus Talks With Civil Rights, Atlanta Media Icon Xernona Clayton - WCLK |
| Sun, 07 Nov 2021 21:00:00 GMT | Atlanta Business Chronicle | https://www.bizjournals.com | Q&A from Lily Pabian, a 2021 Diversity, Equity & Inclusion Awards honoree - Atlanta Busine |
| Sun, 07 Nov 2021 21:36:14 GMT | The Atlanta Journal Constitution | https://www.ajc.com | Demolition of fire-damaged Cheshire Bridge Road overpass in Atlanta to begin - The Atlanta |
| Sat, 06 Nov 2021 23:56:24 GMT | Patch.com | https://patch.com | Top GA News: World Series Champs, Oprahs Fave, Election Runoffs - Patch.com |
| Sun, 07 Nov 2021 16:09:55 GMT | WSB Atlanta | https://www.wsbtv.com | Former owner of Gladys Knight's Chicken and Waffles sentenced to prison - WSB Atlanta |
| Fri, 05 Nov 2021 17:48:15 GMT | What Now Atlanta | https://whatnowatlanta.com | Jersey Mike's to Open 4th Sub Shop in Marietta - What Now Atlanta |
| Sat, 06 Nov 2021 09:51:30 GMT | Atlanta Journal Constitution | https://www.ajc.com | 11/7 Mike Luckovich: Hot at Atlanta - Atlanta Journal Constitution |
| Sun, 07 Nov 2021 16:23:39 GMT | FOX 5 Atlanta | https://www.fox5atlanta.com | Police arrest man accused of burglarizing at least 12 Atlanta businesses - FOX 5 Atlanta |
| Fri, 05 Nov 2021 13:58:24 GMT | What Now Atlanta | https://whatnowatlanta.com | Atlanta Retail Sales Hit an All-Time Investment High - What Now Atlanta |
| Sat, 06 Nov 2021 21:36:39 GMT | Patch.com | https://patch.com | These Are The Counties In The Atlanta-Sandy Springs-Alpharetta, GA Metro Area Where C |

Table 2: CSV file created by Specrom Google News Scraper Tool

## 2.2 Find interesting tweets by hashtag or keywords: Using Specrom's Twitter Hashtag Tracker

A classic way to find interesting content that is recently published is by searching recent tweets based on a hashtag or keyword.

Find recent tweets and profile information of authors using search term (max two per request). Get max 400 tweets per request.

You can either get the results one time by using [Search Recent Tweets by Keyword, Hashtag or URL Tool](#)

If you want recurring data, you can [create a tracker](#) that will email a CSV file (shown in table 3) once a day containing the tweets matching the keyword.

Common search terms include keywords and hashtags. You can also input a URL to see who is sharing that link and what Twitter users are saying about it.

Our customers use this for social listening to track what potential customers are saying about their brands, their competitor brands, and to identify prospects and leads for selling your product/services based on what a user is saying on Twitter.

You get a CSV file sent to your email. You can shortlist interesting tweets and save it for chapter 3 to retweet it or like it automatically.

| tweet_text | cashtags | hashtags | is_retweet | t_author_ |
|---|---|---|---|---|
| Traditional Inbound Marketing vs. ABM Buying Personas https://t.co/10K6QYrHHB via @cmswire | [] | [] | no | Sudhir Ku |
| 4 lições de marketing digital para aprender com a Anitta https://t.co/npAjn0AI2K | [] | [] | yes | LUKAS |
| @jaschambers 2 I have created this tool as a | | | | |

twitter-hashtag-tracker-file

Table 3: CSV file created by Specrom search tweets by keyword tool.

## 2.3 Find Tweets posted by an account

Sometimes, there are power users how post such an effective content that its worth extracting and sharing in your account.

Our [Tweets scraper tool](#) will download 700-800 latest tweets from an user as a CSV file shown in table 4.

| text | cashtags | data_analysis_d | days_till_today | hashtags |
|---|---|---|---|---|
| Is Biden's Plan for Government Child Care Still 'Inclusive'? wsj.com/articles/is-bidens-p… via @WSJOpinion | [] | 2021-10-29 | 0 | [] |
| Hey thanks. @POTUS could be suffering from the Lukas Effect. | [] | 2021-10-29 | 0 | [] |
| Annoy Putin— Watch This Movie wsj.com/articles/annoy-putin… | | | | |

scrape-tweets-from-an-user

Table 4: CSV file created by Specrom Tweets Scraper tool.


## 2.4 Google Scraper Tool

What do you do when you need to find websites that match a search query? You do a Google search !

[Google scraper](#) is an excellent way to find targeted webpages that match a keyword.

A no frills, easy to use, affordable, [Google search engine results pages (SERPs) scraper tool](#) to extract organic links, descriptions and title from multiple pages at once.

[Our tool](#) automatically paginates through Google SERPs and extracts an average of 90-100 results per keyword query.

Get Alexa domain rank and a domain authority (DA) value (0-1) for all rows.

Our tool will email the CSV file to you once it finishes data extraction.

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| alexa_rank | | crawler_name | data_analysis_date | domain | position | search_term | snippet | title | url |
|---|---|---|---|---|---|---|---|---|---|
| 0.56 | 3396 | US-East-2 | 2021-08-19 | marketo.com | 1 | digital marketing | | What is Digital Marketing? - Marketo | https://www.marketo.com/digital-marketing/ |
| 0.57 | 2645 | US-East-2 | 2021-08-19 | rockcontent.com | 2 | digital marketing | | 12 types of Digital Marketing and how to use them in 2020 - Rock Content | https://rockcontent.com/blog/types-of-digital-marketing/ |
| 0.41 | 55492 | US-East-2 | 2021-08-19 | cardinaldigitalmarketing.com | 3 | digital marketing | | Digital Marketing for Beginners \| Cardinal | https://www.cardinaldigitalmarketing.com/blog/digital-marketing-for-beginners/ |
| | | | | | | | | 6 Types of Digital Marketing: | https://www.simplilearn.com/typ |

digital marketing

Table 5: CSV file created by Specrom Google Scraper tool.

Here are common workflows:

**Quora Q&A extractor**

Quora creates excellent sharable content and you should definitely repost the links to quora content. You can find these by simply adding site:quora.com/* to the keyword you want to search in the Google Scraper tool's search term column.

An example showing quora search for digital marketing is shown below.

digital marketing site:quora.com/*

**Medium search scraper**

Medium contains very high quality content that is excellent to share to your audience.

digital marketing site:medium.com/*

# Summary

We discussed different Specrom tools that can find content for you to curate and share among your audience.

The overall goal should be a spreadsheet that contains text of a tweet with URL to share among your audience.

You can use this spreadsheet for social media automation such as for scheduling tweets, Twitter Auto liker, Twitter auto retweeter, Twitter direct message sender etc.

# Chapter 3: Find Email Addresses

A great growth hacker doesn't rely solely on inbound customer acquisition but rather they reach out to their prospects.

We have tools and ideas that can help you do it.

However, before you send any emails, you should always use an email verifier tool to check if the email address you are sending an email to exists or not.

Your domain will maintain high email deliverability only if your overall domain score is high otherwise, emails sent by email addresses on your domain will start ending up in spam folder.

The things that influence email deliverability are:

- **Complaint %:** the percentage of your email recipients that mark your emails as junk.

- **Unknown users %:** the number of invalid email recipients that causes the emails to bounce back to you.

- **Triggered spam traps:** spam traps are email addresses that don't belong to anyone and have the primary task of catching spammers and senders with poor list hygiene practices. While sending emails to these addresses may not bounce back to you, but they definitely lower your domain reputation.

You should always send very targeted emails to prospects to trigger no spam traps and keep a low complaint percentage.

However, there will still be some email addresses that you will find online that will belong to users that no longer work at the company and hence the email address will be invalid.

Sending to these invalid email addresses will increase unknown users % and hurt your domain reputation.

You can always avoid these issues by using email verifier and validator tool.

## 3.1 Use Email Verifier Tool

Email verifier tools check the format, domain information using MX records, response of the mail servers by sending a SMTP request.

Most ISPs and other cloud server providers block something called port 25 on their networks. This port is essential for performing a SMTP request. This is the reason why email verifier tools on the market are priced at $0.0003-$0.05/verification request.

Most email verifiers on the market offer free plans consisting of 50-100 verifications a month for free, and we recommend that you use the free tier of all the major providers such as hunter.io, mailboxlayer.com, neverbounce.

As you might have guessed, that you cannot brute force your way and guess hundreds of potential email addresses try to verify all of them to find the real address on a cost effective basis.

Hence, you should definitely use email permutation sheet discussed below, but find some other signal such as Google search etc and once you have narrowed down the email address list to most likely ones, you can trim them further using email verification to make sure you are only sending emails that actually make it to the prospect.

Email verification is not a fail safe method, there are times when this method becomes unreliable. These are discussed below:

**False negatives:** emails exist but are shown as not verified. You can retry email verification for certain emails that you are sure of being real due to some other signals such as its listed on author page etc.

**False positives:** emails do not exist but are shown as verified. Some domains have something called a catch all emails where even emails that doesn't exist will show up as verified. An easy way to find out if you are dealing with such a domain is entering an entirely made up email address such as "dhdahhfohowwfwfo@domain.com" and if this shows up as "verified" than you know that you will have to disregard any verification done on that domain.

**Here are the top ways to find email addresses:**

## 3.2 Twitter and Instagram Bios

A good percentage of people have put their email addresses on their Twitter and Instagram Bios.

*Figure: A beauty influencer having email address in [her Twitter bio](#).*

Our [Twitter scraper tools](#) and extract such email addresses and put it in separate column so that you can find it easily.



*Figure: CSV file generated by Twitter profile scraper tool that contains email address in column highlighted in blue.*

Similarly, lots of Instagram users put their email addresses in their Instagram bios as shown below:
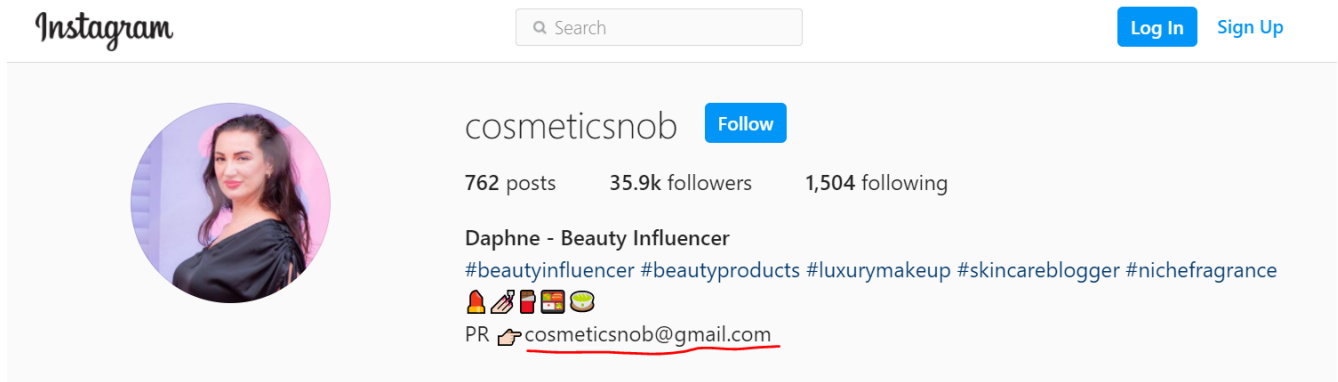
*Figure: A beauty influencer having email address in [her Instagram bio.](#)*

Our [Instagram scraper tools](#) will extract such email addresses and put it in separate column so that you can find it easily.



Figure: CSV file generated by Instagram profile scraper tool that contains email address in column highlighted in blue.

Both Twitter and Instagram scraper tools don't just contain profile scrapers where you have to specify profile handles as input and get the profile details extracted.

You can also search Twitter and Instagram bios by querying using a keyword, and out tool will automatically extract matching Twitter or Instagram profiles along with email addresses.

If the email address itself is not available, then next best thing is a link to the user's personal webpage.

A much larger percentage of people atleast have that on their profiles and you can use it in next steps as an input to our email crawler that can go out and find the email addresses at that website

## 3.3 Email Scraper and Crawler Tool

Our [email crawler tool](#) takes a seed URL as input and it extracts any email address that it found not only on that webpage, but it will also automatically visit upto 200 webpages and check for email addresses and extract them on a CSV file.

We also keep a database of recently found email addresses and we will show them in the CSV file. This feature differentiates us from a regular email scraper tool and brings us closer to what you might get from something like hunter.io.

| | A | B | C | |
|---|---|---|---|---|
| 40 | daisy.maxey@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 41 | laura.saunders@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 42 | christopher.mims@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 43 | wsjprosupport@dowjones.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 44 | j.r.whalen@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 45 | kim.strassel@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 46 | uscustomer.services@prettylittlething.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 47 | lisa.bannon@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 48 | stephanie.stamm@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 49 | gerard.baker@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 50 | mary.kissel@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 51 | eventsrsvp@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 52 | rachel.feintzeig@wsj.com | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 53 | moderator@wsj.com. | just now | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 54 | petra.sorge@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 55 | andreas.kissler@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 56 | andrea.thomas@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 57 | manuel.priego-thimmel@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 58 | ulrike.dauer@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 59 | olaf.ridder@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 60 | caitlin.ostroff@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 61 | thomas.leppert@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 62 | dave.sebastian@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 63 | andrew.restuccia@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 64 | anna.hirtenstein@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 65 | kristina.peterson@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 66 | joe.wallace@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 67 | matt.grossman@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 68 | nick.timiraos@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 69 | andrew.duehren@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |
| 70 | anna.isaac@wsj.com | within 30 days | wsj.com | https://www.wsj.com/articles/a-powerful- |

Figure 1: CSV file generated by email scraper and crawler tool.

If you look at figure 1, than you will notice that our tool found about 53 email addresses from a seed url of a news story at wsj.com; however, we also included over 800 email addresses that we found within last 30 days.

There are cases when our email crawler will not extract any email addresses even though they may be present on the webpage. For understanding why and how that happens, please go through section 3.8.

## 3.4 Yellowpages.com Crawler Tool

Some b2b businesses greatly benefit from reaching out to other businesses listed in yellowpages.com.

Our yellowpages scraper tool will not only extract phone, address of these results but we will also extract email addresses of the listings.

Yellowpages.com is a great place to find local search results for doctors, lawyers, real estate agents, restaurants etc.

Basically everything you can find on Google maps can be found on yellowpages.com with the additional benefit that it also includes email addresses.

| | D | E | F | G | H | I | J | K |
|---|---|---|---|---|---|---|---|---|
| 1 | email | name | page_count | phone_number | search_location | search_term | street | website_url |
| 2 | ['melissa@melissalibbypr.com', 'raysinthecity@raysrestaurants.com'] | Ray's In The City | 1 | (404) 524-9224 | Atlanta, GA | Restaurants | 240 Peachtree St NW | http://www.raysrestaurants.com/raysinthecity/home |
| 3 | [] | Cook Daddy's | 1 | (678) 292-6569 | Atlanta, GA | Restaurants | 4805 Briarcliff Rd NE | http://www.cookdaddys.com |
| 4 | ['taniarichardson@libertyhousemail.com'] | Bone's Restaurant | 1 | (404) 237-2663 | Atlanta, GA | Restaurants | 3130 Piedmont Rd NE | http://www.bonesrestaurant.com |
| 5 | ['vortexl5p@hotmail.com'] | The Vortex | 1 | (404) 688-1828 | Atlanta, GA | Restaurants | 438 Moreland Ave NE | http://www.thevortexbarandgrill.com |
| 6 | ['ggotchev@buckheadrestaurants.com'] | Atlanta Fish Market | 1 | (404) 262-3165 | Atlanta, GA | Restaurants | 265 Pharr Rd NE | |
| 7 | ['atlanta@tcgdine.com'] | The Capital Grille | 1 | (404) 262-1162 | Atlanta, GA | Restaurants | 255 E Paces Ferry Rd NE | https://www.thecapitalgrille.com/locations/ga/atlanta/atlanta |
| 8 | ['fbragg@metrocafes.com'] | Einstein's | 1 | (404) 876-7925 | Atlanta, GA | Restaurants | 1077 Juniper St NE | http://einsteinsatlanta.com |
| 9 | ['cgiadmin@yourhostingaccount.com'] | Mediterranean Grill | 1 | (404) 917-1100 | Atlanta, GA | Restaurants | 985 Monroe Dr NE | http://www.mediterraneangrill.com |
| 10 | ['dish@buckheadrestaurants.com'] | Pricci | 1 | (404) 237-2941 | Atlanta, GA | Restaurants | 500 Pharr Rd NE | |
| 11 | ['atln.banquet@bbrg.com'] | Brio Tuscan Grille | 1 | (404) 601-5555 | Atlanta, GA | Restaurants | 2964 Peachtree Rd NW | http://www.brioitalian.com |
| 12 | ['melissa@melissalibbypr.com'] | Ray's On The River | 1 | (770) 955-1187 | Atlanta, GA | Restaurants | 6700 Powers Ferry Rd NW | http://www.raysrestaurants.com |
| 13 | ['info@bigchowgrill.com'] | Big Chow Grill | 1 | (770) 405-2464 | Atlanta, GA | Restaurants | 1 Galleria Pkwy SE | http://www.bigchowgrill.com |
| 14 | ['fellinispizza@earthlink.net', 'atlrosatis@gmail.com'] | Fellini's Pizza | 1 | (404) 600-3491 | Atlanta, GA | Restaurants | 4629 Wieuca Rd NE | http://www.fellinisatlanta.com |
| 15 | [] | Six Feet Under Pub & Fish House | 1 | (404) 810-0040 | Atlanta, GA | Restaurants | 685 11th St NW | http://www.sixfeetunder.net |
| 16 | ['matt@nonisdeli.com'] | Noni's | 1 | (404) 343-1808 | Atlanta, GA | Restaurants | 357 Edgewood Ave SE | http://www.nonisdeli.com |
| 17 | ['info@sweetgeorgiasjukejoint.com'] | Sweet Georgia Juke Joint | 1 | (404) 230-5853 | Atlanta, GA | Restaurants | 200 Peachtree St NW # L05 | http://www.sweetgeorgiasjukejoint.com |
| 18 | ['mg0162@maggianos.com'] | Maggiano's Little Italy | 1 | (770) 804-3313 | Atlanta, GA | Restaurants | 4400 Ashford Dunwoody Rd NE | http://www.maggianos.com |
| 19 | ['nypatl1@bellsouth.net'] | New York Prime | 1 | (404) 846-0644 | Atlanta, GA | Restaurants | 3424 Peachtree Rd NE | http://www.newyorkprime.com |
| 20 | [] | Bo Bo Garden Asian Cuisine | 1 | (678) 547-1881 | Atlanta, GA | Restaurants | 5181 Buford Hwy NE | http://www.bobogardenasian.com |
| 21 | ['sfotheri@columbus.rr.com'] | Ruby Tuesday | 1 | (404) 559-4887 | Atlanta, GA | Restaurants | 1230 Virginia Ave | http://www.rubytuesday.com |
| 22 | [] | Burger Joy BBQ Wings | 1 | (404) 588-0830 | Atlanta, GA | Restaurants | 371 Boulevard SE | http://burgerjoyatlanta.com |
| 23 | [] | Houlihan's | 1 | (770) 394-8921 | Atlanta, GA | Restaurants | 4505 Ashford Dunwoody Rd NE | http://www.houlihans.com |
| 24 | ['marco@anticaposta.com'] | Antica Posta | 1 | (404) 262-7112 | Atlanta, GA | Restaurants | 519 E Paces Ferry Rd NE | http://www.anticaposta.com |
| 25 | ['billgoudey@copelandsatlanta.com', 'cumberland@copelandsatlanta.com'] | Copeland's of New Orleans | 1 | (770) 612-3311 | Atlanta, GA | Restaurants | 3101 Cobb Pkwy SE | http://www.copelandsatlanta.com |
| 26 | ['goincoastal@live.com'] | Goin' Coastal | 1 | (404) 941-9117 | Atlanta, GA | Restaurants | 1021 Virginia Ave NE | http://www.goincoastalseafood.com |
| 27 | ['sscandrol@tedsmontanagrill.com', 'careers@tedsmontanagrill.com'] | Ted's Montana Grill | 1 | (404) 521-9796 | Atlanta, GA | Restaurants | 133 Luckie St NW | http://www.tedsmontanagrill.com |
| 28 | [] | Tijuana Joe's | 1 | (770) 817-5617 | Atlanta, GA | Restaurants | 7870 Roswell Rd | http://tijuanajoes.com |
| 29 | ['table1280@woodruffcenter.org'] | Table | 1 | (404) 897-1280 | Atlanta, GA | Restaurants | 1280 Peachtree St NE | http://www.table1280.com |
| 30 | [] | Houston's Restaurants | 1 | (404) 351-2442 | Atlanta, GA | Restaurants | 2166 Peachtree Rd NW | http://www.hillstone.com |
| 31 | [] | The Soul Vegetarian Restaurant | 1 | (404) 752-5060 | Atlanta, GA | Restaurants | 879 Ralph David Abernathy Blvd SW | |
| 32 | ['buford-21@provinos.com', 'service@provinos.com'] | Provino's Italian Restaurant | 1 | (770) 904-0242 | Atlanta, GA | Restaurants | 3420 Buford Dr | http://www.provinos.com/ |
| 33 | ['daviosatlanta@davios.com'] | Davio's Northern Italian Steakhouse | 1 | (404) 410-0186 | Atlanta, GA | Restaurants | 3500 Peachtree Rd NE | https://www.bringmethat.com/t/ga/atlanta/84-dot-3613/davi |
| 34 | ['info@therepublicsocialhouse.com'] | Republic Social House | 2 | (404) 577-3997 | Atlanta, GA | Restaurants | 437 Memorial Dr SE | http://www.therepublicsocialhouse.com |
| 35 | [] | Medici | 2 | (770) 953-4500 | Atlanta, GA | Restaurants | 2450 Galleria Pkwy SE | http://www.mediciatlanta.com |

Figure 2: CSV file generated by yellowpages crawler tool.

## 3.5 Guess the Email Addresses using our Email Permutation Sheet

Almost all professional email addresses follow some predictable patterns and you can use an email permutation Google sheet to guess all the common patterns.

Let us take an example below:

**STEP 1: Fill in these details:**

| | |
|---|---|
| First Name: | jay |
| Middle Name: | |
| Last Name: | patel |
| Domain: | specrom.com |

The Google sheet will automatically generate these results:

| | | Step 2: Addresses appear down here: |
|---|---|---|
| Simple: | {fn} | jay@specrom.com |
| | {ln} | patel@specrom.com |
| Basics: | {fn}{ln} | jaypatel@specrom.com |
| | {fn}.{ln} | jay.patel@specrom.com |
| | {fi}{ln} | jpatel@specrom.com |
| | {fi}.{ln} | j.patel@specrom.com |
| | {fn}{li} | jayp@specrom.com |
| | {fn}.{li} | jay.p@specrom.com |
| | {fi}{li} | jp@specrom.com |
| | {fi}.{li} | j.p@specrom.com |
| Backwards: | {ln}{fn} | pateljay@specrom.com |
| | {ln}.{fn} | patel.jay@specrom.com |
| | {ln}{fi} | patelj@specrom.com |
| | {ln}.{fi} | patel.j@specrom.com |
| | {li}{fn} | pjay@specrom.com |
| | {li}.{fn} | p.jay@specrom.com |
| | {li}{fi} | pj@specrom.com |
| | {li}.{fi} | p.j@specrom.com |

This permuation sheet is an excellent starting place before you start Googling for email address.

## 3.6 Google Scraper Tools

Google is indispensible tool for trying to find someone's email address. Google scraper Tool is an excellent way to run these searches, paginate automatically to get 90-100 results and get a CSV.

We have included queries that point to zoominfo, apollo.io, and rocketreach.co to get links to the public profiles hosted on these lead generation databases.

The free public profile will ofcourse not include the entire email address as shown in figure below.

However, this will definitely tell you the email address pattern, and when you combine this with results of Email Permutation Sheet plus an email verifier, you will find the email address you want in majority of cases.

## Eric Weber Contact Information

| | | |
|---|---|---|
| 📅 | Last Update | 5/11/2021 8:00 PM |
| ✉ | Email | e***@endolytics.com    **Get Email Address** |
| 🏢 | Company | Endolytics |
| 📍 | Location | 2625 Silver Creek Dr, Fort Collins, Colorado, 80525, United States |

Figure: Public profile webpage from zoominfo showing partially obscured email address.

You can run a search query of

**first name + last name + company website**

If that doesnt work, than you can try running queries shown below.

**[fullname] + email (or) email address**

**[fullname] + contact (or) contact information (or) contact me**

**[fullname] + "home town"**

**[fullname] + "company they work for"**

**[fullname] + LinkedIn**

**[fullname] + ZoomInfo**

**[fullname] site:rocketreach.co/\***

**[fullname] site:zoominfo.com/p/\***     (only people profiles)

**[fullname] site:zoominfo.com/c/\***       (only company profiles)

**[fullname] site:apollo.io/\***          (if you want both people and companies)

**[fullname] site:apollo.io/people/\***     (only people profiles)

**[fullname] site:apollo.io/companies/\***   (only company profiles)

**[fullname] + [current city, state] site:apollo.io/\***       (if you want both people and companies)

**[fullname] + [current city, state]  site:apollo.io/people/\***   (only people profiles)

**[fullname] + [current city, state]  site:apollo.io/companies/\***  (only company profiles)

If you know a bit about more information about your prospect (like where they work) you can try these. Replace [at] with @ when entering the search query in Google.


**site:companywebsite.com + [fullname] + email**

**site:companywebsite.com + [fullname] + contact**

**site:companywebsite.com + firstname.lastname [at] companyname.com**

**site:companywebsite.com + firstnamelastname [at] companyname.com**

**site:companywebsite.com + firstname [at] companyname.com**

**site:companywebsite.com + firstname_lastname [at] companyname.com**

**[firstname] [lastname] [company] email/contact (e.g., Jay Patel specrom email)**

**[firstname] [lastname] email/contact site:[domain.com] (e.g., Jay Patel email site:specrom.com)**


## 3.7 Google Play Store and Google Chrome Extension Store

Are you trying to get email addresses for software developers who might have active apps in Google play store or Google chrome extension store?

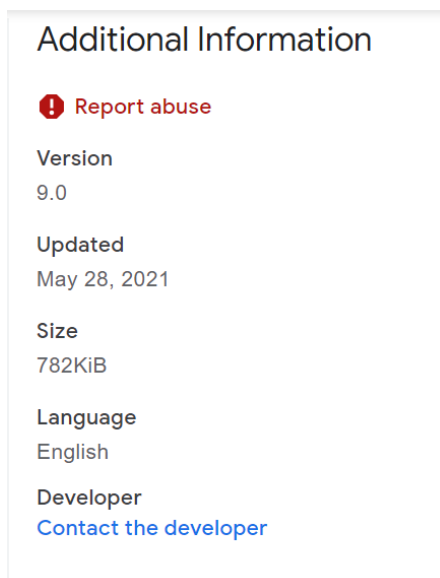Well in that case, getting email addresses is easy enough.

Additional Information

🛑 Report abuse

Version
9.0

Updated
May 28, 2021

Size
782KiB

Language
English

Developer
Contact the developer

Figure: [Google chrome extension](#) containing the email address ([fannie@makeitshe.org](#)) for the developer.

Similarly, Google play store listings also contain email addresses for the developers.



Figure: [Google play store app webpage](#) containing the email address (e.onyanov@gmail.com) for the developer.

We scrape all the listings and apps from the entire Google play store and chrome web extension store about once every month so if you need this data than simply contact us and we can sell you in bulk at a pretty affordable cost (starting at $49).

## 3.8 Check Personal Webpage and Linkedin

You should check the personal website of the prospect and their linkedin profile manually.

 Occasionally, many people try to reduce the number of spam emails they get by intentionally obscuring the email addresses by either replacing @ with [at] or using an image of the email address instead of it being a clickable link.

Some websites even go as far as putting in dedicated Javascript based anti-bot measures so that the webpage is not displayed correctly when an automated web crawler program checks it for email addresses.

All of these methods will result in getting back no results from the email crawler and scraper tool even though the email address in in fact present on the webpage when you check it manually.

## 3.9 Subscribe to Your Prospect's Email List

Does your our prospect's website or blog have a newsletter? If yes than you can subscribe to their mailing list.

In majority of cases, newsletters are sent from a personal email addresss so this is a quick and easy way to obtain the email address you're looking for.

Even if it's sent from a generic info@ address, you can try replying to one of the newsletters to share an opinion or ask an insightful question and you might get a response from the personal inbox.

## 3.10 Buy Email Database Subscription

There is just so much you can do without a dedicated subscription to an email database or an email lookup service.

You may be able to find 70-80% of email addresses using our tools or one of the free methods listed here but there will always be some hard to find email addresses that are best found by subscribing to any of the tools listed below.

Find That Email – 50 free searches/month. Paid accounts from $29/month for 500 searches ($0.058/search).

•Finder Expert– 300 free searches/month. Paid accounts from $39 per month for 5,000 searches ($0.008/search).

•Snov.io – 50 free searches/month. Paid accounts from $29 for 1,000 single searches or 500 bulk searches ($0.029/search).

•Voila Norbert – Free trial of 50 free searches. Paid accounts from $49/month for 1,000 searches ($0.049/search).

•Email Finder from Hunter – 50 free searches/month. Paid accounts from $49/month for 1,000 searches ($0.049/search).

•FindThatLead – 50 free searches/month. Paid accounts from $49/month for 5,000 searches ($0.0098/search).

•eMail-Prospector Pro – Free trial of 50 free searches. Paid accounts from $1,195 per year, limited to 4,000 searches ($0.299/search).

•FindEmails.com – Free trial of 50 free searches. Paid accounts from $19/month for 500 searches ($0.038/search).

## 3.11 Tweet them!/Message on Linkedin!

If you are connected with your prospects on social media such as Twitter or Linkedin then you can simply DM them and ask for their email address.

## 3.12 Facebook

Fb is a great place to find personal emails of prospects that will most probably outlive any other professional email addresses they might be using currently.

Many people enter as much information as they can on fb profile and then forget about it few years later, but those details will still be on their fb profile.

Just head over to the about page on the profile and see if they have added an email address.
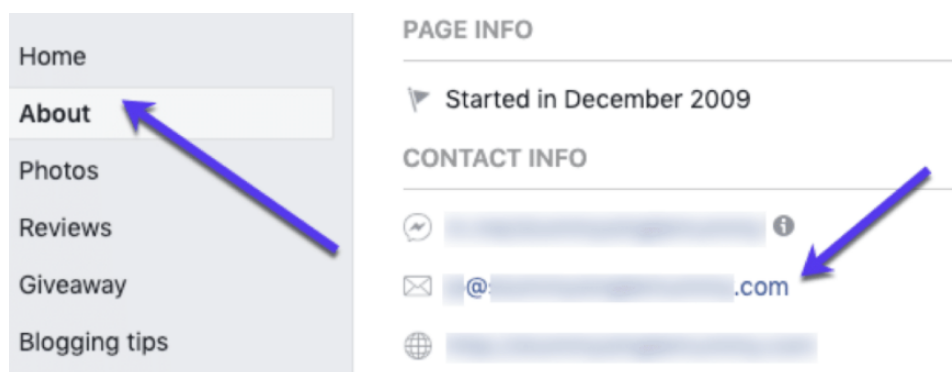


## 3.13 Just ask them!/Call them!

You can just reach out to prospects via contact form on the website, or send an email to a generic email like info@domain.com and you will be surprised at how often you will get a reply back from an individual email address.

This method works especially well when the prospects you are trying to reach out are individuals or small businesses.

If you already have a phone number gathered from either the yellowpages scraper tool or from Google maps listing, than you can also call your prospect for generic inquiry and just ask nicely for an email address that you can reach out to for sending more information.

# Chapter 4: Know your Audience

You'll be more successful in generating, curating and sharing great content if you can systematically break down your audience into different personas and use content targeted at each persona.

## 4.1 What is an Audience Persona?

You probably know your organization, its product lineup and your customers pretty well. However, you need to think from a perspective of someone who might be consuming your content. You should remember that every business out there is **either actively building an audience and on the flip side, they themselves are an audience for someone else.**

**As you are sitting and reading this article in trying to figure out content marketing, someone else is conceptualizing content that will appeal to you.**

Remember the saying "put yourself in their shoes"? thats exactly what you are trying to do when trying to design content: putting yourself in the shoes of your target audience. We do this by using something called audience personas which are fictional people with very real needs that you come up with in this brainstorming process so that your "target audience" now has a placeholder person that you can visualize better when you try to put yourself in the shoes of your audience persona.

Let's take an example; instead of thinking about all soon to be mothers, its better to think of a lady named Jessica who is in her early 30s and expecting her first baby while having an active outdoors lifestyle and loves to eat protein rich diet. The last part is important if your content is driven towards targeting audience with vegan dietary needs.

## 4.2 Content Persona Research

You should start brainstorming with writing down all the distinct features of your audiences. The information here will partly come from audience surveys, customer surveys, focus group results for your products, feedback from event attendees etc. Basically everything you know about your current customers and their backgrounds will be a starting point in developing broad strokes of your audience persona.

Once you have exhausted existing data, you should glean some more information about your potential audience from web forums, comments section on popular youtube videos in your field, searching Twitter, Reddit, latest news based on keywords etc.

Dont be afraid to step out in the real world and hanging out in same places where your potential audience visits and ask them questions in real world. I meet too many businesses who mention that they haven't done a focus group or an in person audience feedback session in years (or never) since its too expensive. Well, you can always take a notepad and ask questions at trade shows, events, etc. and get some raw data on building your audience persona and get some demographics data on how old your potential customer is, what time of day job they have, etc.

Once you have everything written down, you should start to segment them into distinct subgroups. You may think you know your audience well, but once you start creating audience personas you will see patterns starting to emerge.

If we are taking the example above, our persona Jessica has another counterpart called Maria who is a mom to two kids in middle school and is trying to find healthy snacking alternatives for her kids. Her needs are distinctly different than Jessica and you need to create targeted content for both these personas.

Content persona research will allow you to disengage from thinking of yourself as both content consumer and content's target audience whereas in reality, you personally may know too much about the field you are producing the content for, and that clouds your judgement.

## 4.3 B2B Persona

Creating audience persona works pretty well for B2B too however, you need to think about it a bit differently. **Your target audience now is a corporate buyer who serves as a gatekeeper and decision maker for a huge corporate order that can be getting your products either on retail shelves or putting it in wholesale distribution**. This is especially true if you are trying to selling a product like a protein bar which can not only be sold direct to consumers through your own website and ecommerce channels such as Amazon but also through wholesale and retail stores by working with buyers from grocery stores such as Walmart, Publix etc.

In these cases, create multiple audience personas targeting, not just the key decision maker (aka corporate buyer in this case) but collaborators (local store managers, etc.) too that advise and consult with key decision maker. This will help you gain visibility throughout the corporate chain and when time comes, helps your key decision maker on acquiring your offer.

## 4.4 Converting Audience Personas into their Life Resume

Alright, now you have all the data you can find through an exhaustive persona research. This is the fun part of the excercise, you get to name your fictitious audience members and create their life backstory as well as fill in their resume with the data you have collected.

You can type up a page containing their imaginary name and following details:

- Name
- Age
- Martial status
- Geographic location
- Number of children
- Income
- Job Title
- Top channels where they find and consume content
- Top pain points and things they are actively searching for online
- List products you are selling that are most likely to be bought by this persona
- How many times do you think this persona will buy your product (potential lifetime customer value). This will help you dedicate marketing budget for this persona.

We should be aware at all stages of this process to differentiate buyer personas aka people who might potentially buy your products from content consumer personas that are people who might consume your content but are unlikely to convert as a buyer due to various reasons such as your products being too expensive for their current income levels. In these cases, you can file away content consumer personas till the time when you expand your product offering that has a better value proposition for these audiences.

Remember, our goal is not just to increase audience engagement for our content, that will be good but that doesn't help our overall goal of content marketing aka creating content to boost sales.

For many products, the buying cycle is long enough that your content will meet a potential buyer early on in the cycle when they are still researching the topic; these people will actually come back to you when they are ready to pull the trigger and these convertible sort of content consumers are very important to you. This becomes even more important in B2B case when the gratekeeper can take months to actually convert from the time of first contact.

## Summary

**Write down 20-100 keywords that describes what kind of content your audience consumes.**

**Also write down keywords that describe what kind of keywords your audience is likely to put in their Twitter, Instagram bios, CV, resume etc.**

**So you will now have two distinct columns containing keywords that 1) describes the content your audience persona consumes and 2) describes how your audience persona defines themselves in social media bios.**

# Chapter 5: Using AI To Understand and Segment Audiences

If you are an established business or are into selling known brands than you probably already have a good idea of what your audience is like and creating the "life resume" that we mentioned may be pretty easy.

However, when you are a startup at an early stage or are trying to take a product into market in a totally new category (something as totally outrageous as [vegan pork rinds](#)), then you will need some help in trying to understand your audience.

In this chapter, we will discuss few case studies of how you can know more about your audience, get demographics data etc. using AI models from our [AI models marketplace](#).

***But AI is complicated!***

A simple answer is no!

I know the term AI has become a buzzword and it keeps getting thrown around for practically every new marketing material but let me just say that the type of AI we are going to use in this chapter is easy to use, cheap and ubiquitous.

***You already use AI in numerous applications without even realizing it.***

This is what works under the hood to determine is an email sent to your address should show up in your inbox or spam folder. These models also give you valuable audience demographics insights and targeting in Google ads that lets you segment your audience by age, gender etc.

**I think every smart growth marketer should keep it in their toolbox and apply it in creative context where such information is not already available.**

Our AI models are one of the most competitively priced on the market and we pricing start at only $6/ month. Instead of selling you an entire bundle of AI models, we sell only what you need on a ala carte basis.

## 5.1 Identify Bots on Twitter

There are fully conversational bots everywhere on social media and especially on twitter. The aims of these bots is to amplify and repost content and it will be a waste of your time and money if you inadvertantly try to engage with these bot accounts or even put them in your prospect lists.

In chapter 1, we talked about different tools that helps you find people and among them, prominent tools were Twitter bio scraper and Instagram bio scraper.

Both these tools basically show you profiles that match the search keywords. Among the search results, you will absolutely come across Twitter and Instagram profiles that are bot accounts.

We have AI models that have analyzed hundreds of thousands of known bots (https://botwiki.org/bots/twitterbots/) so create a model that can tell us if a Twitter account is a bot or not.

This model also includes the capability to return a score on the scale of 0-1 about how much bot activity is happening in an account.

If you really think about it, then you will quickly realize that the best way to operate a bot and make it appear human is by actually mixing in few human created tweets/posts every now and again; so ideally most bots will contain a good mix of human and bot created content.

Hence, its much more beneficial to tell you a percentage of bot activity on a Twitter account rather than just saying whether an account is bot or not.

This model will have to study not only previous tweets from a Twitter account, but will also look at followers and followings of the account to check for astroturfing or any other weird activity happening in the follow trains of the user.

All of these means that while our bot detection model is very accurate, it will take quite a bit of time to run it hence we suggest that you do not try to run more than few hundred profiles a day through it. We sell the base plan for $10/month for bot detection.

## 5.2 Identifying Gender and Age from Profile Pictures

Chapter 1 discusses many ways we can find people that will be great prospects, or influencers or at the very least potential audience that will consume our content.

You may also be already running PPC ads like Google search ads or other types that give you great observational demographics data on who is clicking your ads, which demographics (gender, age) converts best etc.

So if you want the same gender and age data from chapter 1 methods, than one of the great ways you can do so is by using our AI model that will tell you gender and age of a person just by looking at the profile picture.

All you need to do is pass the URL of the profile picture that is available in Instagram or Twitter scrapers and you will get the age and gender back.

This is a reasonably fast model to run, and you can easily get few thousand rows of data a day. This add-on will cost about $10/month.

## 5.3 Identify Text Language

You can easily identify the language of the text by using our natural language identifier which supports over 90 languages.

This is a great filter to identify Twitter/Instagram users that are only active in few languages. AI models of these sort have become so accurate and cheap that this add-on costs only $6 and has accuracy of over 90% at identifying the correct language.

## 5.4 Identifying Sentiments From the Text

Identifying sentiments from text is one of the most popular AI models in use across industries. Basically, these models take in any type of text as input, and return if the text contains positive, negative or neutral sentiments.

We sell three different sentiments model, each getting progressively more expensive with better accuracy and takes longer to run. The pricing still starts at $5 so if all you need is an affordable sentiments model than we can provide you with the right solution.

There are many different ways of calculating sentiments of the text. In early 2000s, it was common do simply do a vocabulary based sentiments meaning that if a sentence has lot of negative words like "hate", "not", "terrible" etc. than the model will most likely say that the sentence has negative sentiments.

Such simplistic approaches will frequently give you wrong sentiments when you are dealing with sentences such as

*"I dont hate this as much as I thought"*

*"This is not as terrible as I thought"*

The modern AI based sentiments models actually understand the semantics of the language and will correctly understand these sentences and will predict right sentiments.

A second issue that happens is that social media text such as tweets will frequently use emojis etc. that in itself actually show sentiments much better than the words used in the text alone. A good sentiments model will account for emojis.

Lastly, we have something called aspects based sentiments model. For example in a sentence like shown below:

*"Iphone's battery life is terrible but screen is pretty good."*

An aspect based sentiments model will tell you that "battery life" has negative sentiment and "screen" as positive sentiments.

If you just use a full text sentiments model, than it will only return average sentiments of the entire sentence which will most likely be neutral.

Such a model is pretty pricey, but our clients run it when extracting information from product reviews, business reviews etc.

## 5.5 Convert Location into a Map

Do you want to visualize where your target audience lives? You already get city, state data from Twitter or even using Linkedin scrapers but have you ever wondered about how to plot these?

Its actually not completely straightforward to plot locations into maps directly. The first step is that these locations need to be converted into latitudes and longitudes.

Frequently, people will type in incomplete or ambiguous locations such as saying "Athens", but not mentioning whether they mean Athens, Greece or one of the other American cities such as Athens, GA.

In these cases, you need AI model to make an educated guess, and that's what our model will do.

You can enter a spreadsheet containing locations and you will get back an interactive map shown below that will let you visualize your audience and zoom in to a region of choice.



Figure: A location plot from twitter bio scraper for the search term "keto diet".