



## **Building a Prospect List**

By Joel Pekay

In my recent posts titled “[Looking to the Future](#)” and “[Where Do We Go From Here](#)”, we outlined a marketing strategy and developed a communications plan. But one of the most important questions to ask is “who are we communicating with?”. Who are our prospects? I’d like to share some of the tactical communication secrets we utilize at Scuderia Partners to help you build your prospect list.

In an era of technology and global reach, let’s keep things simple yet think global. Building a prospect list doesn’t have to be a complex task or cost thousands of dollars. Start at the beginning and select your first target based on your demographic criteria. Then, use the power of the Internet.

1. Search Google for that prospect.
2. Visit the prospect’s website including About Us, Media, and Investor Relations (if they have one) pages for key leadership information.
  - a. Find a list of their top executives.
  - b. Visit the media or investor sub-webpages. Look for a contact on the page or at the bottom of a press release. They will typically include the email scheme which you can now utilize.
3. Utilize a service such as RocketReach to see or verify the typical email scheme for the company.
4. Visit LinkedIn and search for the company.
  - a. View their employees and filter by the titles you are searching for.
5. Conduct a Google search of the target prospect’s “competitors”.
  - a. Take this list of competitors and repeat the process.

Utilize this strategy to initiate and implement your communications strategy. Very quickly your prospects can grow from one to 1,000 or more. Scuderia Partners is here to assist you in incorporating this (and other) proven process as a component of your marketing strategy – it is one of our many specialties.

## **About Scuderia Partners LLC**

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.