Resource Kit

3 Ways Startups Grow Faster with Apollo

Apollo for Startups: What do you get?

Exclusive Discounts

Exclusive Discounts—As a startup in our program, you can join our Startup Ecosystem and get an exclusive discount on Apollo for your first year. To join the program, you must be affiliated with one of our accredited Startup Ecosystem Partners. Check with your community today to see if they're partnered with Apollo. If not, have them apply here!

Dealbook for Startups

Access deals with us and other top software companies to help you grow and scale your business.

Office Hours

Schedule one-on-one time with our Startup Partnerships Manager to learn best practices and tips on Apollo. This can be for everything from a quick question on product functionality, or tips on how to build an ICP list.

Slack Community

Join our Slack community to engage with other startups using Apollo and learn from one another! This is a space where the Apollo for Startups community can interact and share best practices on all things go-to-market and more with Apollo.

Apollo for Startups Library

Check out our Apollo for Startups wiki for more information and resources!

How to build lists?

Apollo's Search Filters

- ☐ Apollo Search Filters Overview
- ☐ Apollo Filter Glossary
- ☐ Technologies Filters
- ☐ List of Industry filter options & How to search by Standard Industrial Classification (SIC) codes
- ☐ Search Filters FAQs
- ☐ Go through the checklist: How to Prospect in Apollo

Refining your search

- ☐ Searching by job title? Get more specific results by using Boolean Operators
- ☐ Use the "Email Status" Filter to search for only safe-to-send emails
  - ☐ How Apollo verifies emails
  - ☐ Are your emails not getting through to Verified email addresses? You may need to check your email deliverability.
- ☐ Set up and use Signals to prospect based on demographic and behavioral filters
- ☐ How to identify and avoid calling high-risk numbers
- ☐ Filter by Phone/Status Confidence (This filter is only applicable to Saved contacts)

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Persona and ICP Targeting

Build personas and subscribe to saved searches to save time finding target contacts that meet your ideal customer profile.

- ☐ How to Create a Persona
- ☐ You can access your personas from the filter in your People search or from the personas settings page. There, you can enable or disable specific personas. Reordering will also change the order in which they appear in search page filters.
- ☐ Use Recommendations on Company pages
- ☐ Create and subscribe to saved searches

Learn more

- ☐ Watch our webinar on how to find your ideal customer profile in Apollo.
- ☐ Read our guide to Ideal Customer Profiles
- ☐ Watch our in-depth walkthroughs: 5 Ways to Find Better Leads and Automate Prospecting and How to Build Amazing Lead Lists

Chrome Extension

- ☐ Download the free Apollo Chrome Extension **+** get an overview
- ☐ Prospect in LinkedIn with the Apollo Extension
- ☐ Automated LinkedIn Tasks with the Apollo Chrome Extension
- ☐ Use the Apollo Chrome Extension Across All Websites

Learn more

- ☐ Watch our free course: How to Use Apollo & LinkedIn to Prospect

Sequences & Workflows

- ☐ Get to know what's possible with Sequences
- ☐ But wait, did you link your mailbox and configure the dialer?
- ☐ Create a Sequence and Add contacts to a sequence
- ☐ Add and complete LinkedIn tasks in a sequence
- ☐ Create a Workflow
- ☐ Visit the Apollo Template Library

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Learn more

- ☐ Watch our 5-lesson course: How to Send Cold Emails in Apollo
- ☐ Or watch this how-to video that walks you through how to build sequences with automatic or manual emails, phone calls, and LinkedIn touches.
- ☐ See how to set up 5 different sequences to book more meetings.
- ☐ Do you have your outbound basics set? Start with this 30-minute master class on how to build a world-class outbound program

How to get help and learn more

- ☐ When logged into Apollo, click on the question mark on the bottom right of the screen. From there you can find resources, submit a support ticket, or chat with our support team
- ☐ Find your answers in the Apollo Knowledge Base
- ☐ Submit a support request here.
- ☐ Explore the rest of our training library in Apollo Academy.

Need basic Apollo training? Join a daily live training session. (You need an Apollo account and log in to access.)

Learn how to build pipeline for your startup in our book, Outbound Sales Available on Kindle and in paperback/hardcover on Amazon.

Get your copy here. →

A data-backed playbook for cold email, cold calling, social selling, and more

BY JOSHUA GARRISON

OUTBOUND SALES

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