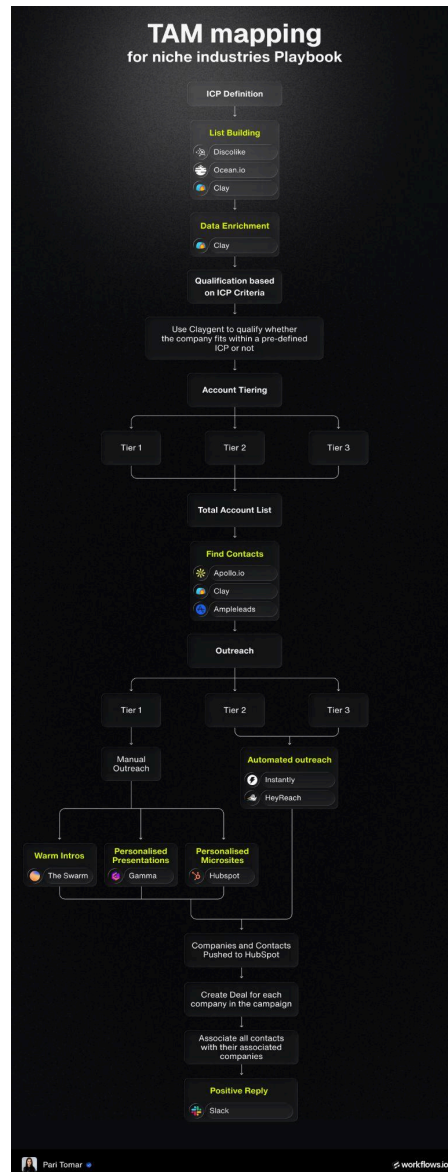# TAM Mapping for Niche Industries Playbook

How it works?

Step 1: Identify lookalike companies within the niche

Identify companies similar to existing companies in the target niche.

- Start with a small seed list of **verified companies operating in the niche**.
- Use lookalike tools to expand the list:
    - **DiscoLike**: identify companies with similar ICP characteristics
    - **Ocean.io**: perform AI-based company similarity discovery
    - **Clay**: discover lookalike companies using AI and data sources

Step 2: Route data into Clay and dedupe

Centralize all discovered companies into one system.

- Import results from all discovery tools.
- Normalize company names and domains.
- Remove duplicate accounts.

Step 3: Qualify companies for niche relevance

Filter the list to only companies relevant to the target niche.

- Use **"Use AI"** inside Clay with a ChatGPT model to review:
    - Website content
    - Product and service pages
    - Pricing or use-case pages
- Keep companies that clearly operate in the defined niche and sell to the intended customer type.
- Remove companies that fall outside the niche, such as unrelated products, agencies, marketplaces, or infrastructure tools.

Step 4: Enrich qualified companies

Add structured context to each qualified account.

- Use Clay to enrich:
    - Industry and category

- ○ Company size
- ○ Location
- ○ Website and key pages
- Identify the technology stack using **BuiltWith**.

Step 5: Assign account priority tiers

Prioritize accounts based on relevance and potential.

- Tier accounts using:
  - ○ Strength of niche alignment
  - ○ Company size and maturity
  - ○ Use-case complexity
- Tier definitions:
  - ○ **Tier 1**: Strong fit, high priority
  - ○ **Tier 2**: Good fit, medium priority
  - ○ **Tier 3**: Broad or early-stage fit

Step 6: Finalize the TAL

Create the execution-ready target account list.

Include only:

- Qualified companies
- Fully enriched accounts
- Accounts with assigned tiers

Step 7: Source contacts

Identify the right people within each account.

Use **Apollo**, **Clay**, and **Ampleleads** to find:

- C-level executives
- Founders
- Functional leaders relevant to the niche (finance, operations, product, etc.)

Step 8: Enrich contacts

Prepare contacts for outreach.

- Find and verify emails using **Findymail**
- Capture LinkedIn profiles and seniority

Step 9: Run tiered outreach

Route accounts into the appropriate outreach motion.

- **Tier 1**:
  - Manual cold calling
  - LinkedIn outreach via **HeyReach**
  - Identify warm connections using **The Swarm**
  - Create customized decks or presentations using **Gamma**
  - Launch personalized landing pages or microsites using **HubSpot Microsites**
- **Tier 2 & Tier 3**: Automated email campaigns via **Instantly**

Step 10: Sync data to CRM

Centralize all GTM activity.

- Push accounts and contacts into **HubSpot**
- Associate contacts with companies
- Track outreach and deal activity

Step 11: Monitor results

Setup **Slack** alerts to monitor replies and meetings booked

Use insights to:

- Refine qualification logic
- Adjust tiering
- Improve future TAM builds