# Competitor Company Page Followers Playbook

Workflow Link: 📄 Competitor Followers Enrichment Playbook.jpg

## How it works?

**Step 1: Extract competitor company page followers**

Start with people already following competitor brands

- Identify competitor LinkedIn company pages
- Extract company page followers using Apify

**Step 2: Route follower data into Clay**

Centralize follower data before processing

- Normalize key identifiers:
    - LinkedIn profile URL
    - Current company name

**Step 3: Enrich company and contact data**

Add context to follower profiles.

In clay, run:

- company enrichment
    - Industry
    - Company size
    - Geography
    - Funding status
- contact enrichment
    - Role

- ○ Seniority
- ○ Department

**Step 4: AI-based qualification**

Filter out non-relevant profiles

- ● Use Clay to evaluate each company
- ● Run AI checks to validate:
  - ○ What the company does
  - ○ Whether the company matches the ICP
- ● Label companies as:
  - ○ Qualified
  - ○ Not qualified
- ● Remove not qualified companies from the list

**Step 5: Score leads using AI**

Apply lead scoring based on:

- ● Review company fit, role relevance, and context together.
- ● Assign a priority tier:
  - ○ **Tier 1:** Strong fit, high priority
  - ○ **Tier 2:** Good fit, medium priority
  - ○ **Tier 3:** Lower priority
- ● Add a short reason for each score.

**Step 6: Route Tier 1 leads to outreach**

- ● Trigger email outreach from C-level profile via **Instantly**
- ● Trigger LinkedIn outreach from AE profiles via **HeyReach**
- ● Send additional connection requests from supporting profiles via HeyReach.
- ● Send alerts to team in Slack.

**Step 7: Route Tier 2 & Tier 3 leads to automated outreach**

- Enroll leads into email outreach sequencer using Instantly