

---

# Multi-thread Inbound Leads Playbook

Drive: [https://drive.google.com/file/d/1OVBevfJ1dl\\_ZdWZDhfBISOTKX6dzbjuM/view?usp=sharing](https://drive.google.com/file/d/1OVBevfJ1dl_ZdWZDhfBISOTKX6dzbjuM/view?usp=sharing)

## How it works?

### Step 1: Capture inbound signups via webhook

Centralize every inbound signup before processing.

- Add a webhook to the website signup form.
- Ensure each submission includes:
  - Full name
  - Email

### Step 2: Route and enrich in Clay

Add context to the data before decision-making.

- Route all webhook data into **Clay**
- Perform company-level enrichment:
  - Industry
  - Headcount
  - Geography
  - Funding (if relevant)
- Perform contact-level enrichment:
  - Job title
  - Seniority
  - LinkedIn profile
  - Work email

### Step 3: Normalize data structure

---

Standardize fields for scoring and routing.

Create and maintain columns for:

- Company Name
- Company LinkedIn URL
- Headcount
- Full Name
- Job Title
- Work Email
- LinkedIn Profile URL

#### **Step 4: AI Qualification**

Filter out non-relevant inbound traffic.

- Use Clay's **Use AI** feature to evaluate:
  - Company ICP alignment
  - Role relevance
- Output:
  - Qualified
  - Not qualified

#### **Step 5: Lead Scoring**

- Create a Clay formula aligned with ICP criteria.
- Assign tiers based on the score:
  - **Tier 1:** Strong fit
  - **Tier 2:** Good fit
  - **Tier 3:** Okay fit

#### **Step 6: Multi-thread Tier 1 accounts**

Expand coverage within high-fit companies.

- For Tier 1 companies, source additional relevant contacts.
- Use:
  - **AI Ark**

- 
- **Clay**
  - **Apollo**

### **Step 7: Run manual outreach for Tier 1**

Apply manual, personalized engagement.

- Perform LinkedIn outreach via **HeyReach**
- Personalize messages based on enrichment and signup context.

### **Step 8: Automate outreach for Tier 2 & 3**

- Launch automated email campaigns via **Instantly**
- Use structured sequences based on ICP tier.

### **Step 9: Send Slack notifications for replies**

- Connect **Slack** to the outreach tools.
- Trigger notifications when:
  - A contact replies
- Include in each alert:
  - Contact name
  - Company
  - Tier
  - Reply message