



# Business Development Market Mapping for Specialisation

## How to Market Map

Client type

Stakeholders

Locations

## Tools for Market Mapping

CRM

Source  
Whale

Info  
Apps

Offshore

List  
Marketers

## Importance of Data Hygiene

1

Effective  
Outreach

2

Email  
Sequencing

3

Hit  
Ratios

## The Dangers of Poor Data Hygiene



Irrelevant Pitches/ Emails

Spamming Reputation

HR Roadblocking

Email Blacklisting