



# Business Development Market Mapping for Specialisation

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## How to Market Map

Client type

Stakeholders

Locations

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## Tools for Market Mapping

CRM

Source  
Whale

Info  
Apps

Offshore

List  
Marketers

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## Importance of Data Hygiene

1

Effective  
Outreach

2

Email  
Sequencing

3

Hit  
Ratios

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## The Dangers of Poor Data Hygiene



Irrelevant Pitches/ Emails

Spamming Reputation

HR Roadblocking

Email Blacklisting