

WHERE TO DO PRESALES RESEARCH

BY TOM SLOCUM



COMPANY WEBSITE

Blog posts

What topics are they talking about?

Press links

What are people saying about them?

Podcasts

What perspectives are they sharing?

Webinars

What are they teaching?

About us

What's different from their competitors?

Company LinkedIn posts

What do they share?

SOCIAL MEDIA

LinkedIn banner and headline

How do they present themselves?

LinkedIn featured posts

What topics do they care about?

LinkedIn activity tab

Whose posts do they comment on?

LinkedIn recommendations

Know anyone in common?

Facebook and LinkedIn groups

Where do they spend time online?

Read the article & see the videos
[Falkon.ai/articles/warm-outreach](https://falkon.ai/articles/warm-outreach)

FALKON