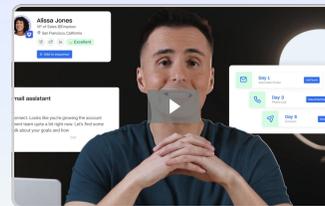**Apollo.io**

Welcome to Apollo.io

[Watch Video](#)

Welcome to Apollo: the end-to-end sales platform powered by AI that helps you find and engage with the right prospects at the right time, so you can book more meetings and close more deals.

Refer to the following sections to learn where to start, and the steps to take to set you and your team up for success in Apollo.

New to Apollo and need a pinch of guidance?

Here's the best place to begin:

Access Live Onboarding

- [ ] [Register here](#) for one of our daily live webinars with an Apollo Academy expert.

  In these live sessions, discover how to make the most of Apollo and learn the best shortcuts to help you automate your workflows and set you up for success. You can also bring your questions along for the ride!
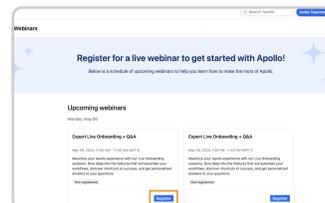
Watch On-Demand

- [ ] Dive into the [Learn Apollo video courses](#) to take Apollo for a spin.
- [ ] Learn from the industry's greatest sellers in the [Apollo Academy Master Classes](#).
- [ ] Catch up on actionable insights in [Apollo's dynamic webinars.](#)

  Browse the Apollo Academy by course type or filter by use case to learn from the greatest minds in the sales space. Then, fetch the popcorn and watch on-demand to polish up your sales skills in and out of Apollo.

Read the Docs

☐ Search the Knowledge Base for step-by-step guidance and the answers to your Apollo questions.

☐ Click the ? in Apollo and browse the help bar to find the most relevant content for the page you're on.
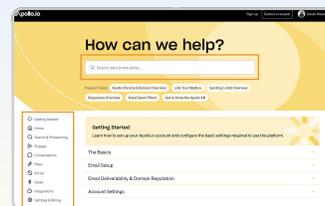
Follow Best Practices

Before you search for people and companies in Apollo:

☐ Make sure you have a clear idea of your Ideal Customer Profile (ICP) and buyer personas.

☐ Learn more about building lists and using Apollo filters to narrow down and save your searches.

Before you connect your CRM:

☐ Read this doc for HubSpot or this doc for Salesforce.

Before you send emails or build sequences:

☐ Set up your mailboxes to optimize email deliverability and protect your domain.

☐ Learn how to personalize emails authentically.

☐ Read calling best practices to book more meetings and maintain a positive caller reputation.

Before you manually execute tasks:

☐ Learn how to streamline and scale effective outreach with sequences.

☐ Read how to automate end-to-end workflows with plays.

☐ Learn to streamline how you schedule your meetings.

☐ Read how to schedule automatic data enrichment for your team.

Apollo.io

Try It Out in Apollo

Now that you've learned the best practices, it's time to take Apollo for a spin! Here are a few tasks you can start with on your first day:

- [ ] [Invite teammates](#) to join your account.
- [ ] [Link your mailboxes](#) to send emails.
- [ ] [Get an Apollo phone number](#) and [configure the dialer](#) to place and receive calls.
- [ ] [Install the Apollo Chrome extension](#) to prospect and engage on LinkedIn and across the web, and use Apollo in Gmail, Google Calendar, and Salesforce or HubSpot.

Salesforce or HubSpot

- [ ] [Integrate your CRM with Apollo](#) to keep your contact and account data synced.
- [ ] [Import existing contact and account data to Apollo](#) if you are not using a CRM.
- [ ] [Configure your Apollo security settings](#) to keep your account safe.

Need a Helping Hand?

Join us in a [live onboarding session](#) with Q&A. If you still need support after the session, you can [contact the friendly Apollo support team](#) at any time for further guidance.