



RocketReach

Social Branding Campaign

 **uncommon**   

RocketReach

Social Media Branding

Uncommon Marketing Works undertook the mission to sculpt a distinctive brand voice, image, and social media footprint for RocketReach.co. Evoking a blend of humor and space-age whimsy, the brand's voice drew inspiration from astronauts and cosmic themes. Uncommon Marketing Works executed this vision through an array of tactics: from hosting webinars and events, launching a LinkedIn Newsletter titled "The Fuel Tank", to delivering organic content and producing a series of engaging social videos and snippets that resonated humor, uniqueness, and industry leadership.


RocketReach is a real-time database where users can retrieve contact details for professionals and businesses, offering insights like email addresses and phone numbers, searchable by name, company, or job title.

Learn more about RocketReach [here](#).




RocketReach Social | Video Marketing

You shouldn't have to be a **rocket scientist** to find the right leads 🚀



Alright, then you add a blablabla, and you divide it over a blablabla, and what we're

Try RocketReach for **FREE**  RocketReach [Get Started](#)



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6,904 followers
7mo · 🌐

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Here at RocketReach, We believe finding the right contact shouldn't feel like rocket science 🚀

With us, you can get in front of the right people, faster than you can say "3,2,1, blastoff" 🚀


We're not like the other guys 🙌 with us, you can:

- 🔍 Get real-time verified data for 700 million professionals
- 🗨️ Prospect, connect, and converse with your leads at scale
- 📊 Find prospects, develop your list, and track your campaigns


Click the link in the comments to get five free lookups 🎯 Mission accomplished!

[#RocketScience](#) [#Leads](#) [#ProspectingTips](#) [#ExpandYourReach](#)

If your prospect is **anything** like your ex 🚩🚩🚩🚩🚩



What does your perfect match look like?

 RocketReach [How to Use Your Ex to Get Sales!](#) 🙌 [Read the Blog](#)



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Ever date someone who just wouldn't give you the time of day?

You gave it all you got, and still, by the end of your date, you felt like you wasted every breath. 🙄

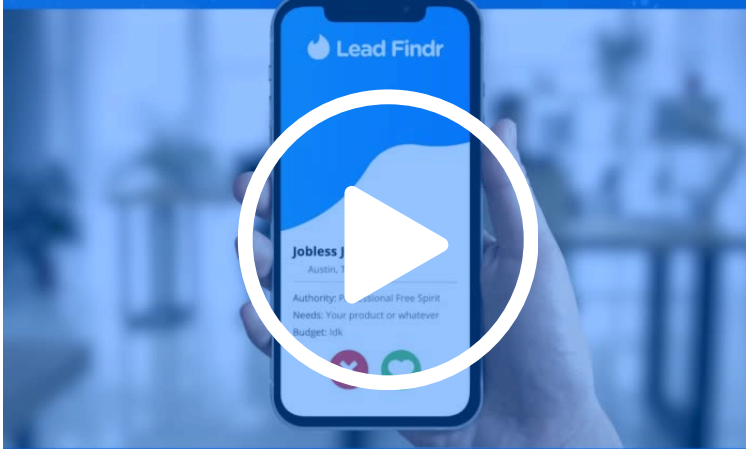
While you and your ex weren't a match made in heaven, there are a few ways that prospecting and dating definitely overlap:

- 🔍 **Research:** Finding out everything you can about them
- 🗨️ **Qualification:** Determining if they're worth it
- 📊 **Outreach:** Developing personalized pitches to score that one-on-one


Click the link in the comments to learn how you can use your ex to get sales 🎯 at least this way, they're good for something 😊

[#Sales](#) [#Dating](#) [#ProspectingTips](#) [#ExpandYourReach](#)

Don't you wish you could swipe left on bad leads? 🙄



Jobless J
Austin, TX
Authority: Personal Free Spins
Needs: Your product or whatever
Budget: Idk

 RocketReach [What tinder Taught Me About Lead Scoring & Qualifying](#) 🙌 [Download Now](#)



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Terrible Tinder dates are a right of passage. We've ALL been on one.

But that doesn't make them any less excruciating.

From bad manners and mouth breathers to people who won't get off their phones, the road to love is long, windy, and unbearably bumpy. 🙄🚗

However, that doesn't mean you can't learn something new along the way.

Awful first dates can actually improve your sales strategies.

All of that incompatibility can help you quickly identify leads that are a bad match.

Stop swiping and learn how to close more sales.

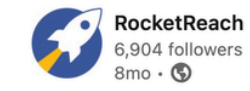
Access the whitepaper in the comments below.

[#Sales](#) [#LeadScoring](#) [#SalesTips](#) [#LeadQualifying](#)

Your **email marketing** without RocketReach = 🚩🚩



High Email Bounce Rates: 🙌 They're Not Cute, So Get Rid of Them [Read the Blog](#)



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Things that are cute:

- 🐰 Bunnies
- 🐼 Bambi
- 🦘 Kangaroos
- 🐱 Tigger

Things that aren't cute:

- 🟡 Disorganized data
- 🟡 Messy databases
- 🟡 Emails getting flagged as spam

The common denominator? Bouncing.

Email marketing is as valuable as ever, but the more you bounce, the worse the future looks for your future email marketing efforts.

Click the link in the comments to see how cleaning up your email lists and databases can create an email bounce rate that doesn't suck.

[#EmailMarketing](#) [#BounceRate](#) [#MarketingTactics](#) [#Blog](#) [#DataCleanliness](#)

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👉 Attention SDRs! 🚀

Want to soar above the competition and become the Greatest Of All Time in your field? 🏆 Check out RocketReach's latest blog post on "How to Become the GOAT on Your Sales Team."

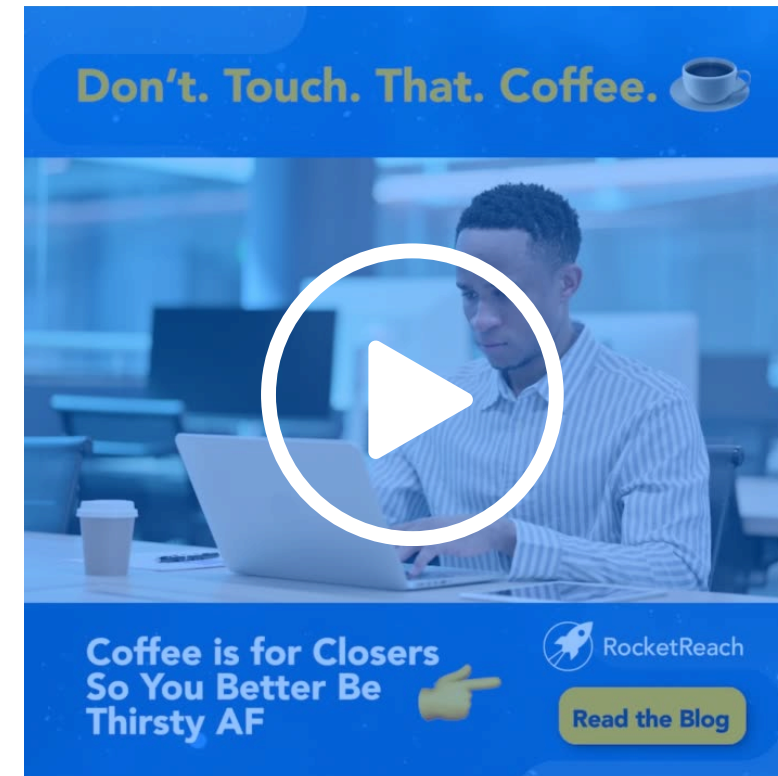
To launch your success, you need to be willing to:

- 🚀 Take a calculated risk and see each "no" as an opportunity for lift-off.
- 👂 Be curious and ask the right questions to position your product against competitors.
- 👉 Actively listen & empathize to navigate through space and build strong connections with your leads.
- 👉 Be coachable and accepting feedback to adjust your course and meet your sales goals.

Don't let your sales fall back down to earth. 🌐 Aim for the stars and read the full post now to become the GOAT on your sales team! 🚀🏆

Link in the comments below!

#GreatestOfAllTime #AimForTheStars #EmpathyMatters #SalesSuccess #BeTheGOAT #RocketReach



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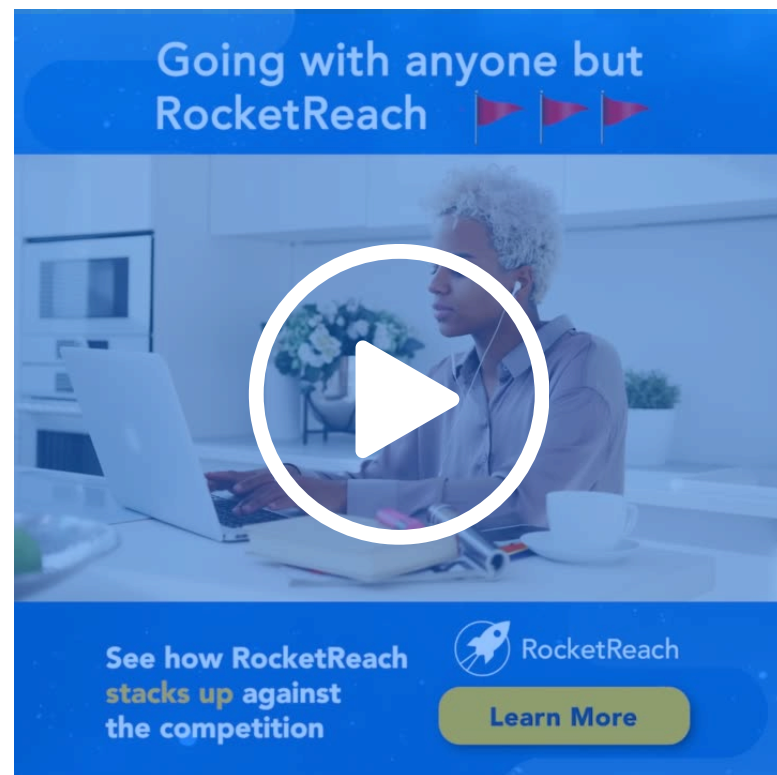
Put down that coffee. ☕

Coffee is for closers, but do you deserve it?

Your time is precious. Are you using effective techniques to court leads and close deals? Don't blame the leads. To exceed quotas, use your time wisely and implement proven sales prospecting techniques. Each closed deal opens doors to more revenue.

Remember the ABCs: Always Be Closing. Check out our blog for expert tips on mastering sales prospecting and closing deals. Link in comments. 🏠💰

#SalesTips #Prospecting #AlwaysBeClosing #CoffeelsForClosers #RocketReach #Blog



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Our competition has old databases.

Yeah, we'll say it.

So, we're pretty confident that we're the best in the biz. 🚀

But why?

What makes RocketReach stand out above the rest? 🚀

Prospecting and recruiting?

There are dozens of businesses out there offering contact information so you can increase your outreach efforts.

But, they're not doing the same thing we are by offering new tools and techniques to get the results you want.

RocketReach offers a recruitment database unlike any other, and we're proud of it.

Instead of taking hours to sift through potential prospects, we nail it down in 5 minutes.

Lightning fast. ⚡

<https://hubs.ly/Q01FGw040>

#marketing #leadgeneration #recruiting



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🚀 Attention! 🚀

Did you know that RocketReach boasts over 650 million technographics?

That's truly out of this world! 🌐👁️


Numbers matter when it comes to your contacts, and we've got you covered. 📊

Learn more about our powerful tool in the link below and let us know which fact in the video surprised you the most! 🤖

#RocketReach #Technographics #FunFacts #BlastOff 🚀👁️

RocketReach Social | Video Marketing

#thefeelingwhen your new leads are as bad as this date 🙄



What 🍷tinder Taught Me About Lead Scoring & Qualifying 📌 [Download Now](#)

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Online dating can also be downright horrifying. ❤️

At least, they can be if you didn't qualify for your date before the meetup. 📅

Luckily, awful dates offer valuable insights into how to improve your lead qualification efforts...

... for dating and your professional life.

Don't believe us?

Click the link in the comments below to see what our dates from Tinder have taught us about lead qualification processes.

🔥 You'll be surprised how much information one bad date can give you. 🔥

#LeadQualification #LeadGeneration #eBook #Sales #BadDate #DontDoltAgain #LearnYourLesson



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Discover how Notre Dame's Idea Center increased customer interviews by 50%! 📈

👉 Watch the video below!

Notre Dame's Idea Center used RocketReach to find investors, board members, and customers for startups.


Challenges included:

- Reliable contact info ✅📞
- Comprehensive database 🗃️🔍
- Tailored pricing 💰🏠
- User-friendly tool 👤💡

Don't miss this inspiring success story! Watch the video and revolutionize your business with RocketReach. 🌟

#RocketReach #SuccessStory #CustomerInterviews 📄📈

THIS is your company without a no-assholes policy. 🙄



RocketReach [Keep Your Employees With a Strict "No-Assholes" Policy—It Works!](#) 📌 [Read the Blog](#)

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I swear, if we hear the words "The Great Resignation" one more time in 2023... 🙄

Surveys say workers in the U.S. are quitting at higher rates for multiple reasons, but especially, low pay, no growth, and feeling disrespected in the workplace. ▶️▶️▶️

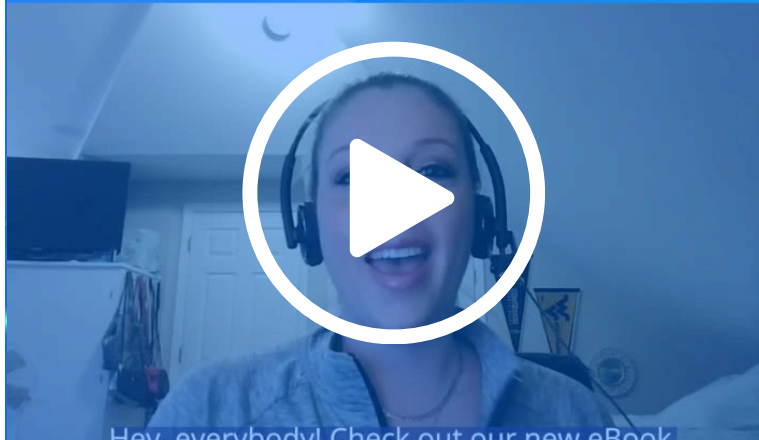
Our team at RocketReach has a list of techniques we use to boost our employee retention and hiring, and you should probably use these sooner rather than later... 📄📄📄

- 👉 Create a positive work environment
- 👉 Give your employees a well-defined career path
- 👉 Communicate clearly with your team
- 👉 Create a human-first workplace
- 👉 Keep good humans (or, as we like to call it, our "No As*holes" policy 🙄)

Click the link in the comments to learn how to increase retention. 📄📄
👉 Otherwise, your workplace could look something like this 🙄🙄🙄

#PositiveWorkspace #EmployeeRetention #HumanResources #NoAssholesPlease #Blog

Hang In There, Baby: How to Build Resilience Within the Sales Industry



Hey, everybody! Check out our new eBook.

[Get your FREE eBook](#)

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As an SDR, cutting it through immense competition and making it big is getting harder and harder. Winning deals is not as easy as it used to be a decade ago, and customers no longer want to connect with the SDRs or take calls; they instead wish to have more touchpoints they can access when they have the time.

Worry not! We've put together a handy guide that can help SDRs stay ahead of the time and ride this wave equipped with new ideas to outreach and get the customers interested and on board! 📄📄

#SDRsuccess #salesprospecting #prospectingtips

RocketReach Social | LinkedIn Newsletter

The Fuel Tank
From sales to marketing to recruitment, we're fueling your p...
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FREE CHECKLIST
How to Run Successful, High-Yield Account-Based Selling & Marketing Strategies in 6 Steps

Better Together: How Account-Based Selling and ABM Go Hand-in-Hand in 6 Steps

RocketReach
6,904 followers
December 14, 2022
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[Open Immersive Reader](#)

The stereotype of marketing and sales teams not getting along is no more. If both can't coexist, collaborate, and utilize cross-departmental data, I guarantee you have larger issues throughout your organization than failing account-based strategies.

However, once your sales and marketing teams find their rhythm and utilize each other's expertise, it's the beginning of a beautiful relationship and cultivates an environment for high-return account-based marketing and sales tactics.

Cohesively aligned **#sales** and **#marketing** teams are essential for any business. In fact, this alignment leads to **67% higher conversion rates and a whopping 209% increase in revenue.**


Why? While marketing and sales oversee different tasks, their end goal is the same: boost an enterprise's profits. That's why it's essential that these two departments function as one unit with a unified goal.

The Benefits of Account-Based Marketing and Sales Strategies

Account-based strategies target the company, or "account," rather than

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From sales to marketing to recruitment, we're fueling your p...
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FREE CHECKLIST
5 Simple Ways to Get Sales & Marketing in Sync

Unite Sales and Marketing Goals without the Time-Sucking Meetings

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6,904 followers
January 25, 2023
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[Open Immersive Reader](#)

For any person who has ever worked in marketing or sales, the relationship between the two departments might seem like a toxic marriage. While SDRs and marketers rely heavily on each other to land new customers and drive ROI, they may have different goals. Additionally, siloed processes and communication gaps can drive a wedge between team members.

This can lead to wasted time and resources, lost sales, and unhappy customers.

When sales and marketing are aligned, businesses are **67% more successful at closing sales.** Unified sales and marketing teams can also improve productivity, workplace morale, and collaboration.

So, how can you bridge the gap and unify sales and marketing? Better yet, how can you do this without time-sucking meetings?

Don't worry. We've got you covered.


What Is Sales and Marketing Alignment?

Sales and marketing alignment is a collaborative approach to shared goals, strategies, and communication that allow the two departments to operate as one unified "smarketing" team. This approach can boost conversion rates, shorten the sales cycle, and increase revenue.

Misalignment costs businesses big time. B2B companies that fail to unite their marketing and sales departments can lose up to **10% of their annual revenue.**

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From sales to marketing to recruitment, we're fueling your p...
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BUILD RESILIENCY IN YOUR SALES TEAM: Sales Closing Then and Now

Build Resiliency in Your Sales Team: Sales Closing Then and Now

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April 3, 2023
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[Open Immersive Reader](#)

New Trends in Buyer Behavior

We're sure you've seen the poster with the cat hanging from a branch, usually with an uplifting phrase like "Hang In There" at the bottom in big black letters.

That cat could be called a mascot for the field of sales.

It is harder than ever in this fluctuating landscape of buyer behavior to secure the leads you want. Your sales team may be floundering, trying to figure out how to address this new wave of buyers.

Sales can be challenging in today's constantly changing market. Buyers are more informed and have access to vast amounts of information, often being ahead of the sales team in the buying process. With the rise of mobile shopping, m-Commerce sales are projected to reach almost \$730 billion by 2025, highlighting the importance of adapting to changing buyer behavior.

Buyers have access to tons of information, which means one thing:

They don't think they need your help.

And why should they? They can research whatever they want, no matter what stage of the sales cycle they are in. You're going to have to try harder to impress them even to get them to listen to you. That means traditional sales outreach techniques are more than a little outdated.

Read More

The Fuel Tank
From sales to marketing to recruitment, we're fueling your p...
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RocketReach
How to Make the Most of Your Prospecting Without Overwhelming Your Prospects!

How to Make the Most of Your Prospecting Without Overwhelming Your Prospects!

RocketReach
6,904 followers
May 24, 2023
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[Open Immersive Reader](#)

Ring ring... "You've got mail!" Oh, wait. It's not the sweet sound of Tom Hanks and Meg Ryan falling in love. It's just another bombardment of emails, leaving people running for the hills. In the realm of prospect nurturing, there's a fine line between being charmingly persistent and crossing into stalker territory.

And while as a business or an SDR, you might be tempted into hitting emails to all the precious contacts that you've collected, it could be the last thing your potential customer would want to see.

With a **whopping 80% of new leads failing to turn into sales**, it's important not to make things more complicated than they already are.

How would you like it if your mailbox is spammed with emails you don't subscribe to? Receiving a barrage of emails can lead your potential customer not only to feel overwhelmed and irritated but can also lead to them associating your brand name with being spammy. And you don't want that!

This is why it is super important to strike a balance in your email communications (**because emails are not dead**) when and how you do it!

But it doesn't have to be all or nothing! You still use your lead information as a marketing and sales development channel, but you do so while understanding the difference between nurturing and overwhelming!

Read More

RocketReach Social | Webinar/Event Marketing



We interrupt your regularly scheduled scrolling for an important announcement.

Be sure to snag your spot for tomorrow's saleswoman-centric webinar. ⌚

Want to build your self-confidence and conquer the male-dominated sales world?

If so, tomorrow's webinar is a must-attend.

Our expert panelists will teach you everything you need to exude confidence, grow your network, and become a sales superstar. ✨

Staci Cretu, M.S., Rosalyn Santa Elena, Jill Bruno, Jillian Mooney, Sueann Rasavong, and Anamaria Verdeja will cover how to:

- ✔ Build self-confidence when selling
- ✔ Identify and set achievable goals
- ✔ Cultivate strong relationships with buyers
- ✔ Network with the right professionals
- ✔ Crush unconscious biases
- ✔ Handle intimidating situations like a pro

Click the link in the comments to get front-row seats.

#Sales #SDRs #WomenInSales #Webinar

ONE DAY AWAY

Unleashing Your Inner Confidence to Sell as a Woman: Strategies for a Successful Career

TOMORROW
January 31, 2023
2:00 PM EST

HOST: STACI CRETU, M.S., Founder, CEO, RocketReach

MODERATOR: ROSALYN SANTA ELENA, Founder & Chief Revenue Officer, The Marketing Collaborative

GUESTS: JILL BRUNO, HR Manager, RocketReach; JILLIAN MOONEY, Manager, Marketing & HR, RocketReach; SUEANN RASAVONG, Sales Manager, RocketReach; ANAMARIA VERDEJA, Manager, Account Executive, RocketReach



Are your marketing and sales teams out of sync? 😞

If so, it could keep you from reaching your revenue goals and cause frustration for both departments.

But do you need time-consuming meetings to make sure each one of these essential teams is in sync?

● No. ●

You just need to register for our webinar on February 22. 😊

Join Kevin "KD" Dorsey, sales influencer and certified coach, in an exclusive fireside chat to learn how to unite sales and marketing.

KD will share valuable tips for creating your own "smarketing" team.

Save your seat by registering via the link below.

#Smarketing #SalesAndMarketingAlignment #SalesTips

FIRESIDE CHAT

Why Sales and Marketing Need to Unite for Revenue Operations Success

February 22, 2023
2:30 PM EST

Register Now

HOST & MODERATOR: STACI CRETU, M.S., Founder, CEO, RocketReach

SPEAKERS: KEVIN "KD" DORSEY, Sales Leadership Coach; ANAMARIA VERDEJA, Manager, Account Executive, RocketReach



Wanna take your lead generation to new heights?

Spend some time developing your professional growth and learning how to increase your data prospecting success tenfold.

Those long days of sifting through hundreds of potential contacts are over with RocketReach's list generation tool!

Whether you need 50 or 50,000 contacts generated, our fast tool can get you what you need in...

Only. Five. Minutes.

#Wow

Launch new techniques for your business with our free online workshop on March 9th, where we give you a sneak peek at some top tips for your data prospecting.

Register here and get ready for a knowledge explosion:
<https://hubs.ly/Q01DpCwf0>

LIVE WORKSHOP

Generating Big Lists in Minutes

March 9, 2023
@ 1PM EST

Hosted by
Mishelle Fisher
Customer Success Manager, RocketReach



Do you know what's holding your customers back? 😞

What is that secret password that will unlock their purchase of your product or service?

Join Kevin "KD" Dorsey and our VP of Sales, Michael A. Rosenberg, to learn how to handle objections like a bad sales professional.

Boost your sales cycle by identifying what your customer is missing and handling that interaction with the utmost confidence.

(These tips will blow your mind.) 😊

Join us on March 30th, 2023, at 3:00 PM EST and learn how to truly handle objections.

Click the link in the comments to register.

#objectionhandling #sales #thoughtleadership #salestips

WEBINAR

Objection Handling Masterclass

March 30, 2023
3:00 PM EST

Register Now

HOSTED BY
KEVIN "KD" DORSEY
Sales Leadership Coach

FEATURING
MIKE ROSENBERG
SVP of Sales, RocketReach

Inside Sales Excellence
LIVE BETTER. SELL BETTER.

RocketReach Social | General Organic Social



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In the past, you've wished you had a guru. 🧙

An all-seeing, all-knowing prospecting expert 🧙🧙 that could tell you insider tips and tricks on how to generate leads, fill your pipeline, and retain loyal customers.

Well, we've got the next best thing.

We're stoked to announce that our new Resource Center has officially launched! 🎉🎉🎉

We've got tried and true strategies to generate more qualified leads, close deals faster, recruit candidates to your team who will elevate your strategies, and more. 🙌

Whether you enjoy bite-sized content in the morning or a longer, more stimulating piece before bed...

... Our resource center has the information you need to boost your current prospecting efforts.

Click the link in the comments to gain full access. 🌐🌐🌐

#ResourceCenter #ExpertAdvice #MarketingTools #ProspectingTechniques #SalesDevelopment #ContactDatabase



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At RocketReach, we've set the standard for finding contact information.

We don't settle for "good enough." 🧙🧙

Whereas LinkedIn Navigator only gives you contact information for data directly on LinkedIn...

... RocketReach continually collects and verifies data from publicly sourced data in a similar fashion to search engines like Google and Bing.

This has allowed us to collect information from over 700 million professionals and 35 million companies. 🧙🧙

On top of that, our customer support has been ranked significantly higher 😊 in satisfaction ratings than LinkedIn Navigator.

And now, you can see if our B2B lead generation software is the right fit for you.

No strings attached. ✂✂✂✂

Click the link in the comments to see other reasons major companies in the S&P 500 chose RocketReach over LinkedIn Navigator.

#CompetitorComparison #SalesDevelopment #ProspectingTools



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✨ We love shiny things. ✨

Like the new G2 Winter badges that were just awarded. 🏆🏆

Based on your reviews and customer satisfaction ratings with G2, RocketReach was awarded 50+ badges over numerous categories.

From Best Results and Most Implementable to Best Usability and High Performer, we are grateful for your feedback. 🙏

Each season of new badges lets us know we are meeting your needs. 🏆

Thank you for your continued support.

Click the link in the comments to see what real RocketReach customers say about our platform.

#G2Review #G2Badges #ContinuedInnovation #BestContactDatabase #AwardWinner



RocketReach Social | General Organic Social

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🔥 How do you hire top-tier talent? 🔥

By using a top-tier recruitment database.

RocketReach greatly outshines LinkedIn Recruiter when it comes to finding top-shelf candidates. 🚀🚀

Take advantage of "The Great Resignation."

Swiftly nail down the strongest prospects and ensure they fit your company best.

Reach them directly with real-time verified emails, phone numbers, and social links. 📧📞

And do it all before other recruiters even find which email or social profile to contact.

Click the link to see how else RocketReach outperforms LinkedIn Recruiter.

[#GreatResignation](#) [#Hiring](#) [#Recruiting](#) [#RecruitingTools](#)

See the difference: <https://hubs.ly/Q01wCRbV0>



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Happy New Year! 🎉🥳🥳

We hope you had a fabulous 2022!

We sure did.


This past year has been one for the books, thanks to all of the support from our amazing clients and colleagues.

We'd love to hear what you're most excited about for 2023.

Let us know your goals, resolutions, and plans in the comments below. 🚀🚀🚀

[#HappyNewYear](#) [#2023](#) [#NewYearResolutions](#)



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2023 is really starting off with a bang. 🚀🚀

We're excited to share that we've been named one of the Best Places to Work by [Built In for Employers!](#) 🏆

Best Places to Work recognizes companies that offer the best total rewards programs and compensation packages among their peers.

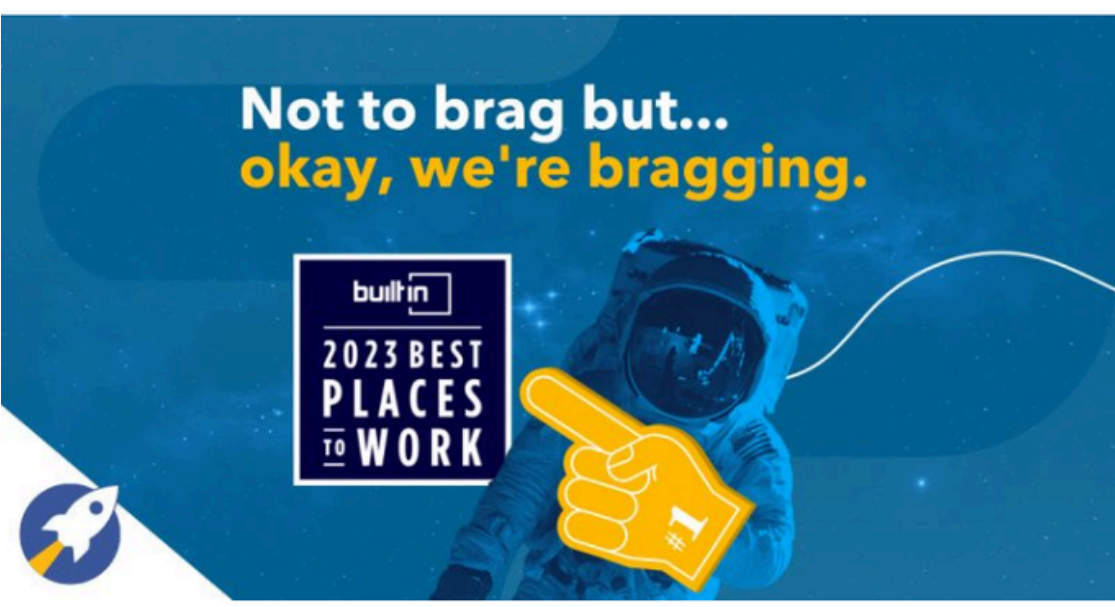
We understand that our company is only as powerful as our people.

That's why we have a "people-first" company culture.

Without our amazing team, we wouldn't exist!

Click the link in the comment section to see more reasons why RocketReach was recognized! 🚀🚀🚀

[#TechStartUps](#) [#BestPlacesToWork](#) [#Hiring](#) [#GreatCompanyCulture](#) [#PeopleFirst](#)



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🚀 Rockstars. 🐱 Cool cats. 🔥 Hard hustlers.

This National Employee Appreciation Day, we want to give a shout-out to our awesome crew and the hard work they've put in to make us the **#GOAT** in lead generation.

We couldn't have done it without you!

We appreciate all your dedication and grind to make us the best.

We hope you enjoy your Grubhub goodies 🍕

[#employeeappreciationday](#) [#teamwork](#) [#teamgoals](#) [#workfam](#)



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We're celebrating International Women's Day here at RocketReach. 🚀

Speaking of rockets, have you ever heard of Annie Easley?

You might know of her from the movie "Hidden Figures".

Annie was a rocket scientist at NASA who laid the foundation for space shuttle and satellite launches.

In other words, she was fire. 🔥

Like Annie, all the women working for RocketReach are beyond brilliant.

From sales to marketing to customer success to recruiting to product development, our team wouldn't be as successful without these strong leaders charging the way.

Take time to celebrate the women in your life. 🌐

[#womensday](#) [#internationalwomensday](#) [#empowerher](#)



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Craving fresh, wood-fired pizza but somehow all you get is burnt cardboard? 😞

That's how your SDRs feel when they're served up leads with insufficient information.

Don't leave them hangry for more data. 😞

Enrich your leads with info like business name, size, and location to conquer those quotas. 📝

Check out our latest article for five lead enrichment tools that will have your sales team filling their plates. 🍽️

Bon appétit! 🍕

[#LeadEnrichmentTools](#) [#SDRs](#) [#SalesSuccess](#)

