



Méthodologie de mobilisation des employeurs locaux

Annexe D

Identifier les bons contacts avec Appolo.io



Ordre du jour

Objectif: renforcement des compétences pour l'identification des bons contacts RH chez les employeurs au Canada

- Application Appolo.io
- IA génératives

- Outil de prospection B2B accessible depuis un navigateur web (Chrome, Firefox, Safari,...).
- Il sert à trouver des entreprises et surtout les bons contacts (RH, TA, recruteurs, dirigeants), récupérer leurs coordonnées (courriels professionnels, parfois numéros directs), et lancer/ suivre des campagnes de mobilisation.

- Dans ce tutoriel, nous n'abordons que la recherche de contacts ciblés
- Pour les autres fonctionnalités, consultez les tutoriels ci-après :
 - [Tutoriel complet](#) : fiche tutorielle Appolo.io, en anglais
 - [Liste](#) de tutoriels vidéos pour Appolo.io, en anglais

Application Appolo.io

Appolo.io

- Accédez à Appolo.io
- Créez un compte et connecter son email : gmail/outlook
- Appolo.io permet, sur Chrome, d'ajouter une extension pour connecter l'application à votre adresse courriel, à votre profil LinkedIn, à votre agenda, etc. ce qui peut faciliter vos actions de prospection : [voir ici](#).

- La version gratuite d'Appolo.io permet de trouver des noms et adresses courriels de contacts ciblés. L'accès aux numéros de téléphones est limité sous cette version.
- Pour la plus part des autres fonctionnalités de prospection (envoi de courriels, gestion des suivis, etc.), Appolo.io propose des [abonnements](#) payants mensuels)

- Vérifiez la conformité du financement de ce type d'outil avec les subventions ministérielles qui sont allouées à vos organisations

En cas de conformité avec vos Ententes, cette dépense doit être imputée en *Coûts indirects (autres coûts non salariaux liés à l'exécution du programme)**

Justification : Outil de repérage de contacts RH/Talent et d'envoi de séquences pour atteindre les employeurs ciblés dans les secteurs en tension (hors Québec)

* Voir le [Guide de présentation du budget](#) d'IRCC

Choisir le menu
« Find People »



«

Quick search

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Data enrichment

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Conversations

Form enrichment

Beta

Starred

No starred items

Upgrade

Onboarding hub

6% Completed

Admin Settings

Alexia Girardeau-Montaut

Welcome, Alexia

Getting started

Recommended setup tasks

Ready to build pipeline and close more deals? Set up these basics and you'll on your way to success!

13% OF TASKS COMPLETED

Find your ideal leads

Search our database of 265M+ to find prospective buyers and companies

33% Completed

See more

Create a sequence

Create a sequence to test, learn, and optimize outbound campaigns

0% Completed

Start now

Engage prospects instantly

Use a pre-built workflow template to engage high-intent prospects instantly

0% Completed

Use template

Showing 1-3 of 6

Finish setting up your account

Link your mailbox and calendar

Configure mailbox deliverability

Get an Apollo phone number

Set up call recording

Download the Chrome extension

Attend a live training

10 credits

20 credits

5 credits

5 credits

10 credits

5 credits

Workflow templates

Target companies researching your category

Identify and target your Ideal Customer Personas

Win customers using competitors' solutions

View workflow templates

Help center articles

Welcome to Apollo

Sequences overview

Link your mailbox to Apollo

View Help Center

upwork | Apollo

Connect with an Apollo certified expert on Upwork

Apollo experts offer dedicated onboarding support, personalized 1-on-1 training, and best practices to help you set up your workspace, streamline workflows, and automate tasks

Connect with an expert

Apollo.io

RDEE
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Conversations

Form enrichment Beta

Starred

No starred items

Upgrade

Onboarding hub 
6% Completed

Admin Settings 

AG Alexia Girardeau-Montaut 

Find people

Default view  Hide Filters  

 Total  New 1  Saved 0  Lists  Personas  Email status  Job title 1  Company  Company lookalikes 

 Location 1  Employee range  Industry  Market segment  Keywords  AI filters  Buying intent  Score  Technologies 

 Revenue  Funding  Job posting  Email opened  + Add filter  Reset all 

☐ NAME

☐ Fizzah Iftikhar

EMAILS

PHONE NUMBERS

 Access email  Access Mobile

Si vous connaissez le nom du contact vous pouvez l'inscrire dans la barre de recherche

Si non, suivez les étapes détaillées dans ce tutoriel



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Apollo.io

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Form enrichment

Starred

No starred items

Upgrade

Onboarding hub

6% Completed

Admin Settings

AG Alexia Girardeau-Montaut

Find people

Default view

Hide Filters

Research with AI

Import

Create workflow

Save as new search

Sort

Search settings

Total

New

1

Saved

0

Lists

Personas

Email status

Job title

1

Company

Company lookalikes

Location

1

Employee range

Industry

Market segment

Keywords

AI filters

Buying intent

Score

Technologies

Revenue

Funding

Job posting

Email opened

Add filter

Reset all

NAME

JOB TITLE

COMPANY

EMAILS

PHONE NUMBERS

☐

Fizzah Iftikhar

Senior Human Resources Business Pa

ADVANZ PHARMA

Access email

Access Mobile

Restreindre la recherche à la Province ou au Territoire ou à une localité précise

Location

Contact

Account

City, state, ZIP code or country

is any of

Northwest Territories, C...

ZIP code

is

Enter ZIP code and press enter

within 25 miles

Time zone

is any of

Select time zone

Reset

1

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Form enrichment Beta

Starred

No starred items

Upgrade

Onboarding hub

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Admin Settings

AG Alexia Girardeau-Montaut

Default view Hide Filters

Create workflow Save as new search Sort Search settings

Total New 1 Saved 0 Lists Personas Email status **Job title 1** Company Company lookalikes

Location Employee range Industry Market segment Keywords AI filters Buying intent Score Technologies

Revenue Funding Job posting Email opened Reset all

NAME	JOB TITLE	COMPANY	EMAILS	PHONE NUMBERS
☐ Fizzah Iftikhar	Senior Human Resources Business Pa	ADVANZ PHARMA	📧 Access email	📞 Access Mobile

Job title

Job title is any of Search job title

Past job title is any of Search job title

Seniority level is any of Search seniority level

Primary department is any of Human Resources (10 select...)

Job title boolean search is Enter job titles separated by AND/OR/AND ...

Human Resources

- ☐ Compensation Benefits
- ☒ Culture Diversity Inclusion
- ☒ Employee Labor Relations
- ☐ Health Safety
- ☐ Human Resource Information System
- ☒ Human Resources
- ☒ HR Business Partner
- ☒ Learning Development

Définir le département dans lequel le contact est susceptible de travailler

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 Apollo.io

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Starred
No starred items

Upgrade

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Default view  Hide Filters  

Create workflow  Save as new search  Sort  Search settings 

Total  New 1 Saved 0  Lists  Personas  Email status  Job title 1  Company  Company lookalikes 

Location 1  Employee range  **Industry**  Market segment  Keywords  AI filters  Buying intent  Score  Technologies 

Revenue  Funding  Job posting  Email opened  + Add filter  Reset all 

☐	NAME	JOB TITLE	COMPANY	EMAILS	PHONE NUMBERS
☐	Fizzah Iftikhar	Senior Human Resources Business Pa	ADVANZ PHARMA	 Access email	 Access Mobile

 Search industries

- ☒ import & export
- ☐ individual & family services
- ☒ industrial automation
- ☒ information services
- ☒ information technology & services
- ☐ insurance
- ☒ international affairs
- ☒ international trade & development

Définir le ou les secteurs d'activité ciblés



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Beta

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No starred items

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Find people

Default view Hide Filters 48

Research with AI Import

Create workflow Save as new search Sort Search settings

Total New 131 Saved 0

Lists Personas Email status Job title 10 x Company Company lookalikes

Location 1 x Employee range Industry 37 x Market segment Keywords AI filters Buying intent Score

Technologies Revenue Funding Job posting Email opened Add filter Reset all 48

NAME	JOB TITLE	COMPANY	EMAILS	PHONE NUMBERS
☐ Kaila Walton	Human Resources Officer, Safety and	City of Yellowknife	Access email	Access Mobile
☐ Susanne Robinson	Team Leader, Human Resources Oper	Rio Tinto	Access email	Access Mobile
☐ Nicole Crowley	Human Resources Officer - Recruitme	City of Yellowknife	Access email	Access Mobile
☐ Jannell Beadle	Human Resources Manager	Tłı̨chʔ Government	Access email	Access Mobile
☐ Danielle Levac	Human Resources Officer - Recruitme	City of Yellowknife	Access email	Access Mobile
☐ Julia Anderson	Human Resources Manager	Community Health System	Access email	Access Mobile
☐ Stacey Mahe	Chief Human Resources Officer	City of Yellowknife	Access email	Access Mobile
☐ Deborah Ross	Director, Management and Recruitme	Government of Northwest Territories	Access email	Access Mobile
☐ Tamanna Rpr	Talent Research Partner	Government of Northwest Territories	Access email	Access Mobile
☐ Paige McDonald	Regional Manager, Human Resources	TEKsystems	Access email	Access Mobile
☐ Rina Esteban	Human Resources Administrator	Northern Industrial Cons	Access email	Access Mobile
☐ Kylie Healy	Human Resources Assistant Manager	Nuna Group of Companies	Access email	Access Mobile
☐ Sandra Thompson	Senior Advisor, Learning & Developme	Rio Tinto	Access email	Access Mobile

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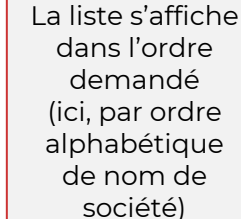
Apollo.io

Appollo.io ajuste la liste affichée au fur et à mesure de la configuration des critères

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Canada



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Canada

Find people

Quick search XX

Default view Hide Filters 46 Search

Create workflow Save as new search Company Search settings

Total New 43 Saved 0 Lists Personal

Employee range Industry 35 x Market segment

Funding Job posting Email opened Add

NAME JOB TITLE

☐ [Shawn Morris](#) Contract Trainer

☐ [Erin Dean](#) Director, Talent Management Associated Email verified by Apollo. Click to access and validate. Access Mobile

☐ [Lindsey Dwojak](#) Direct of Human Resources AVENS - A Community fi Access email Access Mobile

☐ [Avens Seniors](#) Human Resources Business Partner AVENS - A Community fi Access email Access Mobile

☐ [Robert Kenny](#) Training Advisor lindsey_dwojak@avensseniors.com +18679202443ext105

☐ [Alysa Patching](#) Middle Years Teacher, Coordinator of I Coast Mountain Academ Access email Access Mobile

☐ [Julia Anderson](#) Human Resources Manager Community Health Syste Access email Access Mobile

☐ [Shelley Grimes](#) HR Administrator DDEC Access email Access Mobile

☐ [Greg Merrill](#) Trainer/Safety C Access email Access Mobile

☐ [Mack Davenport](#) Senior Technica Access email

☐ [Zakaria Alqawasmeh](#) Lead Field Engi Access email

☐ [Sara Swanson](#) Human Resourc Access email

☐ [Jennifer Croucher](#) Manager of Human Resources Hay River Health and Sor Access email

Upgrade

Onboarding hub 6% Completed

Admin Settings

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En cliquant sur les champs d'email accessible ou sur « Access mobile », on peut afficher l'adresse courriel et/ou le téléphone

Attention, la version gratuite limite le nombre de numéros de téléphone partagés

La petite croix rouge signifie que l'adresse courriel n'est pas disponible

La flèche vous permet d'accéder directement au compte LinkedIn de la personne

Apollo.io

RDEE
Canada



Find people

Quick search

Default view

Hide Filters

Search

Create workflow

Total New 43 Saved 0

Lists Persons Email status Job title 10 X Compare

Employee range Industry 35 X Market segment Keywords AI filters Buying intent Score

Funding Job posting Email opened Add filter Reset all 46

NAME	JOB TITLE	COMPANY	EMAILS
Shaun Morris	Contract Trainer	3M	Access email
Erin Dean	Director, Talent Management	Associated Engineering	Access email Access Mobile
Lindsey Dwojak	Direct of Human Resources	AVENS - A Community fi	Access email Access Mobile
Avens Seniors	Human Resources Business Partner	AVENS - A Community fi	Access email
Robert Kenny	Training Advisor	BHP	Access email
Alysa Patching	Middle Years Teacher, Coordinator of I	Coast Mountain Academ	Access email
Julia Anderson	Human Resources Manager	Community Health Syste	Access email Access Mobile
Shelley Grimes	HR Administrator	DDEC	Access email Access Mobile
Greg Merrill	Trainer/Safety Officer	First Bus	Access email Access Mobile
Mack Davenport	Senior Technical Trainer	Fowler Sales Agency Inc	Access email Access Mobile
Zakaria Alqawasmeh	Lead Field Engineer-Training Specialis	GE	Access email Access Mobile
Sara Swanson	Human Resources Officer	Hay River Health and Soc	Access email Access Mobile
Jennifer Croucher	Manager of Human Resources	Hay River Health and Soc	Access email Access Mobile

Upgrade

Onboarding hub

0% Completed

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La flèche vous permet d'accéder directement au compte LinkedIn de la personne

Permet d'accéder à la fiche détaillée du contact

Find people

Quick search KK

Default view Hide Filters 46 Search

Create workflow Save as new search Company Search settings

Total New 43 Saved 0 Lists Personas Email status Job title 10 x Company Company lookalikes Location 1 x

Employee range Industry 35 x Market segment Keywords AI filters Buying intent Score Technologies Revenue

Funding Job posting Email opened Add filter Reset all 46

NAME	JOB TITLE	COMPANY	EMAILS	ACTIONS
Shaun Morris	Contract Trainer	3M	Access email	  
Erin Dean	Director, Talent Management	Associated Engineering	Access email	  
Lindsey Dwojak	Direct of Human Resources	AVENS - A Community f	Access email	  
Avens Seniors	Human Resources Business Partner	AVENS - A Community f	Access email	  
Robert Kenny	Training Advisor	BHP	Access email	  
Alysa Patching	Middle Years Teacher, Coordinator of I	Coast Mountain A	Access email	  
Julia Anderson	Human Resources Manager	Community Health	Access email	  
Shelley Grimes	HR Administrator	DDEC	Access email	  
Greg Merrill	Trainer/Safety Officer	First Bus	Access email	  
Mack Davenport	Senior Technical Trainer	Fowler Sales Age	Access email	  
Zakaria Alqawasmeh	Lead Field Engineer-Training Specialis	GE	Access email	  
Sara Swanson	Human Resources Officer	Hay River Health a	Access email	  
Jennifer Croucher	Manager of Human Resources	Hay River Health a	Access email	

Upgrade

Onboarding hub 6% Completed

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Add to Lists

Add to Lists

Please note: Accessing a new contact's verified email **uses 1 credit**.
If you've already accessed a contact's email, no additional credits are needed to add them to your list.

Add to Lists:

Tournée de liaison

All My Team

Create new list "Tournée de liaison"

Assign Owner

Mobile Numbers

Export as CSV

Cancel Save

Permet
d'ajouter le
contact à une
liste

Attention, les
listes sont
limitées dans la
version gratuite

Find people

Quick search **KK**

Home Workflows Analytics Sequences Prospect & manage records Find people Find companies Saved records People Companies Deals Lists Data enrichment Engage Emails Calls Tasks Meetings Conversations Form enrichment Beta Starred No starred items Upgrade Onboarding hub 6% Completed Admin Settings Alexia Girardeau-Montaut

Default view Hide Filters 46 Search

Create workflow Save as new search Company Search settings

Total New 43 Saved 0 Lists Personas Email status Job title 10 x Company Company lookalikes Location 1 x

Employee range Industry 35 x Market segment Keywords AI filters Buying intent Score Technologies Revenue

Funding Job posting

NAME JOB TITLE COMPANY ACTIONS

Shaun Morris Cor

Erin Dean Dir

Lindsey Dwojak Dir

Avens Seniors Hu

Robert Kenny Training Advisor BHP Access email Access Mobile

Alysa Patching Middle Years Teacher, Coordinator of I Coast Mountain Academ Access email Access Mobile

Julia Anderson Human Resources Manager Community Health Syste Access email Access Mobile

Shelley Grimes HR Administrator DDEC Access email Access Mobile

Greg Merrill Trainer/Safety Officer First Bus Access email Access Mobile

Mack Davenport Senior Technical Trainer Fowler Sales Agency Inc Access email Access Mobile

Zakaria Alqawasmeh Lead Field Engineer-Training Specials GE Access email Access Mobile

Sara Swanson Human Resources Officer Hay River Health and Soc Access email Access Mobile

Jennifer Croucher Manager of Human Resources Hay River Health and Soc Access email Access Mobile

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Lists

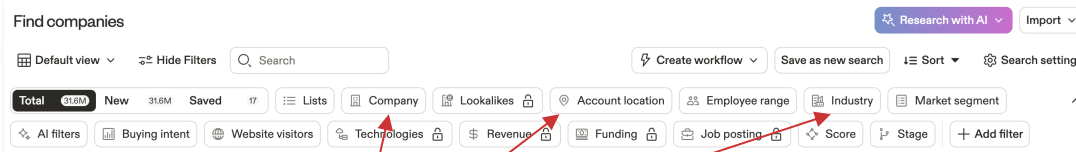
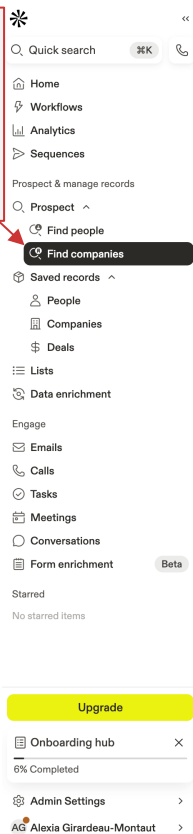
People Company

People lists is any of Select lists

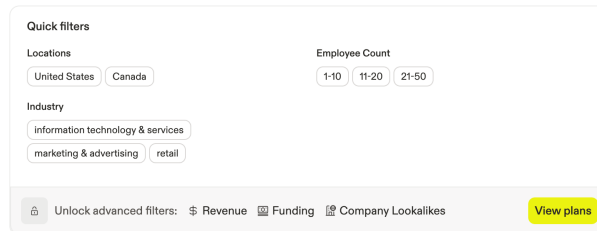
Include lists Tournée de liaison 0

Les listes sont accessibles depuis le bouton « Lists »

Même principe
pour chercher
une société :
Choisir le menu
« Find
companies »



Vous pouvez
utiliser les mêmes
filtres que
précédemment



Vous pouvez
utiliser les filtres
rapides ici ou
les mêmes
filtres que
précédemment

Apollo.io

?

Application Appolo.io

Appolo.io

- Appolo.io peut vous aider à identifier le nom, l'adresse courriel et le compte LinkedIn d'un contact pour les entreprises référencées.
- Si vous ne trouvez pas les informations recherchées sur Appolo.io vous pouvez utiliser les I.A. génératives telles que Chat-GPT et Perplexity (voir Annexe E).

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Financé en partie par le gouvernement du Canada par le biais du
Fonds d'habilitation pour les communautés de langue officielle en situation minoritaire