EMAIL ADDRESS SEARCH

INTRODUCTION

Looking for email addresses of representatives of various companies is very laborious and requires a lot of time and patience. Thanks to our experience while working for our Career Angels clients, we have managed to find some methods to speed up this process. Nevertheless, we would like to warn you: **even if you follow our advice, the search of an email address of a company that is hermetic to new contacts may take up to approx. 60 minutes for somebody with no or little experience.** People who do have experience in similar tasks may need on average approx. 45 minutes. However, you have to be aware of the fact that the level of difficulty of obtaining certain email addresses may vary a lot. Some contacts may be found after only 5 minutes while others require devoting 2 hours of your time, as well as activating your own connections. It takes us about 30 minutes to find an email address. You can always let us do it for you! Nonetheless, if you decide to accept the challenge yourself, we hope that our brief manual will prove helpful! Let's start the search, shall we?

METHODS OF SEARCHING FOR EMAIL ADDRESSES

Firstly, you have to know that the vast majority of large and middle-sized companies has chosen to use a **standardized email structure.** That is why your task does not consist in "googling" the email address of a specific person, but in finding their name, surname and the company's email structure. These addresses will most probably have structures like name.surname@companyname.com / n.surname@companyname.pl, but please bear in mind that **"mostly" does not mean "always"**.

Before you start your search, we highly recommend you register on GoldenLine (for Poland) or LinkedIn, as these business social media sites are undoubtedly an abundant source of information and contacts! You can usually find there up to 90% of the data needed. Sometimes, you can also find information on sites such as Xing.
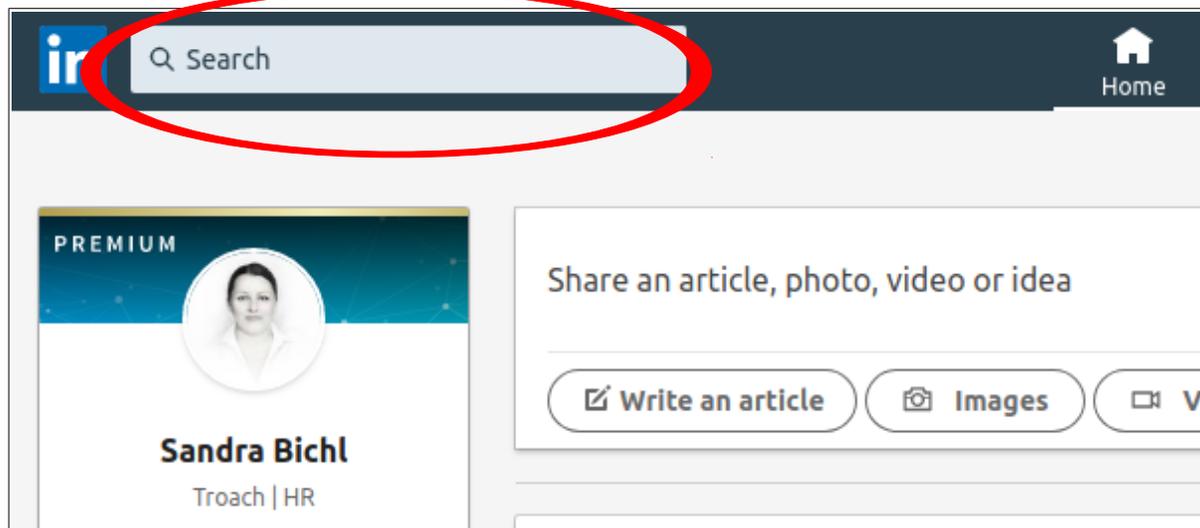
For the sole purpose of this exercise, let's assume that we are looking for John Smith at "Tolek Group" (all names are fictional).

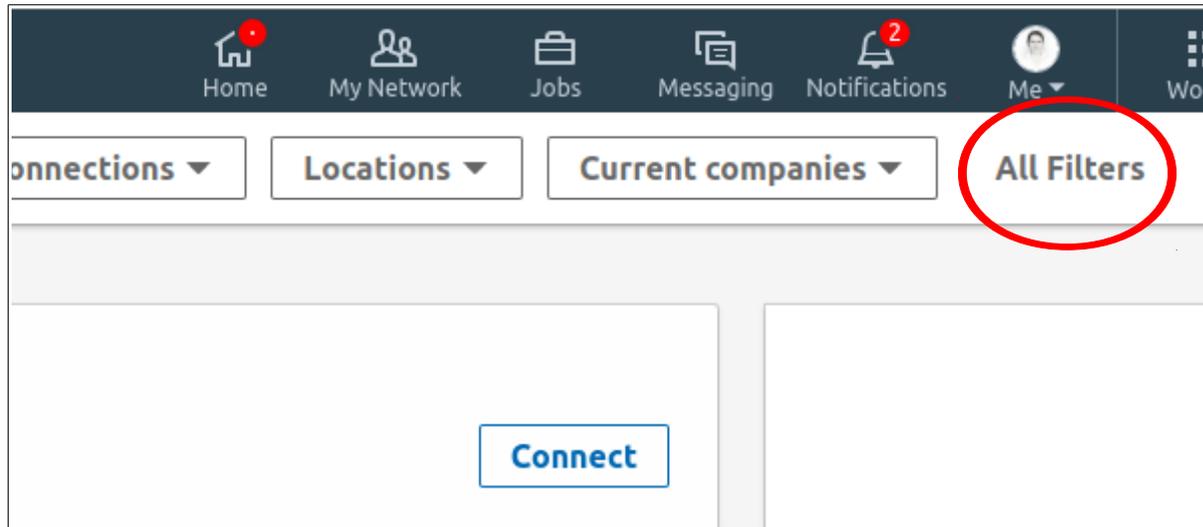**These are some possibilities of finding the email address:**
1) **We open the company's website** & search for information on John Smith.

2) **We search Google & Yahoo** using the combination "John Smith Tolek Group". It is not the most effective method, but still worth trying. Remember that the mentioned search engines use different search algorithms, so you should check the combination on both.

3) We search for John Smith on **business social media sites** (LinkedIn, Xing), because people rather often include their company email addresses there.

4) Sometimes it is enough to simply try and google: **"email John Smith Tolek Group"** or "email manager Tolek Group". Ridiculous as it may seem, it indeed helps a lot! Let's assume that on the third results page we have found the address: a.black@tolekgroup.eu. We can celebrate our success: it is easy to guess that the address that we need is most probably j.smith@tolekgropu.eu!

If these standard methods fail, you will have to try more sophisticated ones. At this point we stop looking for John Smith's contact data and start searching for an email address of anybody working for Tolek Group. Once we have the email structure, the problem is solved!

1) That's why we go to the website of Tolek Group → "Contact" tab → we search the email address of "anyone". Unfortunately, Tolek Group does not disclose its employees' direct addresses. We only find the general address contact@tolekgroup.eu. Under no circumstances do we send our CV to this address! Applications sent to the general email address very rarely reach the appropriate person! So what is our next step? We copy the ending of the address and paste it into the search engine as follows: email "*@tolekgroup.eu":
   - The quotation marks mean that we are searching EXACTLY for this phrase and not for a similar one. This is crucial, because when typing the same combination without quotation marks, we will get plenty of websites about the company Tolek Group that will not contain any email addresses
   - The asterisk on the other hand stands for "any sequence of characters", which also helps in the search. Thanks to these methods we can considerably narrow down the amount of results and consequently shorten the search time.

2) If, however, we only find a contact form on the website and no email address, we can try other methods: we look for **media related tabs** on the website and for different kinds of reports or studies conducted by employees ("Investor Relations", "Press Release", "Press Contact", "Annual Report" and so on). Employees often sign such documents not only with their full name, but also with their email address in case anyone wants to contact them with comments. Sometimes you can find the address of a member of the Management Board / CEO. That is why we also recommend visiting tabs such as: "about us" / "company" / "management board" and alike.

3) And if this does not help, the most **"detective" method** remains. We will explain it using the portal LinkedIn as an example, but you can use it on any other business social media site:

   1. We log onto LinkedIn.com. In the upper left hand corner you will see the "Search" option. Click on it and insert key words.

2. For a detailed search form, click "All filters".

3. Insert the information you're looking for in the adequate box.

Comments:

- we use the key words HR, Marketing and so on, because people on positions in these areas often disclose their email addresses because of their kind of work
- if we search an international company, leave the "Location" category empty
- for more tips on advanced LinkedIn search, see: https://bit.ly/1VwB2Xe

4. Next, we check whether the people we have found mention their email address.

5. If we cannot find it directly on the employee's profile, but we have the feeling that this specific person most probably has published it somewhere due to their position, we type the employee's "full name + email" into a search engine.

6. Sometimes it is helpful **to change the search option from "people" to "company".** We will then see a list of all employees who declare to be working there.

ADDITIONAL HINTS

- **Private Profile:** When we search for a person on LinkedIn as described above, we will often come across "private profiles", which means that we cannot see the full name of the person unless we have common connections or purchase a premium account. We have, however, managed to also find a solution to this: copy the "tag line" (the description next to their name) or the description of the currently held position into a search engine (best if you add LinkedIn). Entering the person's profile "from the outside" enables us to avoid our problem.

- **Double-check:** Once you succeed in finding a person's address, try to check the address of at least one other employee. That allows you to make sure that the company has indeed a standardized email structure.

- Even if you are not sure if the address you found is correct, remember that you do not risk anything if your application reaches the wrong address! You can even benefit from it: you can usually learn from receiving a return email with a "message delivery failure" as it shows you where the problem lies. Mostly:
  - **User not found:** incorrect domain or email address structure
  - **Address rejected:** some mailboxes automatically reject messages sent by Gmail. Try to send your application using another email account.

Based on our own experience we know that thanks to **using all of the above mentioned methods you will be able to find approx. 90-95% email addresses.** Good luck! If you need help, you can always turn to your Career Angel!