Claude + **GOOGLE MAPS**

The Google Maps Outbound Playbook

How to use Claude Code on a $10/mo server to scrape, enrich, and sequence local business leads that nobody else is emailing.

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AI Automation for Enterprise

What's inside

The untapped lead pool

Scraper setup + Claude Code prompt

3-channel sequencing system

Signal-based personalization

Infrastructure + honest economics

265 million businesses.
Almost zero cold outreach competition.

Most B2B teams pull leads from Apollo, ZoomInfo, and LinkedIn Sales Nav. Same leads. Same inboxes. Same pile of identical pitches.

Google Maps has 265 million business listings. Local businesses with outdated websites, 11 Google reviews, and no photos on their profile. Real owners with real pain you can see before writing a single word of outreach.

And barely anyone is cold emailing them.

265M
GOOGLE MAPS
LISTINGS

$10
MONTHLY VPS
COST

2,000
ENRICHED LEADS
PER DAY

3
COORDINATED
CHANNELS

You can see their problems
before you write a word.

Google Maps data tells you exactly what each business needs. These signals are public, verifiable, and make your outreach feel relevant instead of random.

SIGNAL 01 — NO WEBSITE

"Couldn't find a website on your Google profile — so I built you a free demo."

Business is listed but has no web presence. Immediate signal they need help getting online.

SIGNAL 02 — LOW REVIEWS

"You have 11 reviews — most competitors in your area have 50+. Quick system to close that gap."

Uses their actual review count. Shows the competitive gap they didn't know existed.

SIGNAL 03 — NO PHOTOS

"Your Google listing has no photos — businesses with photos get 42% more direction requests."

Ties to a tangible outcome they care about: foot traffic and discovery.

SIGNAL 04 — OUTDATED WEBSITE

"Your site hasn't been updated since 2019 — I put together a quick teardown of what's costing you traffic."

Demonstrates real research. Offers value before asking for anything.

One prompt. Claude Code builds the entire pipeline.

No developer needed. No $5K/mo stack. You open Claude Code and describe what you want. It builds a Python scraper, connects the APIs, and outputs enriched leads to CSV.

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                                          CLAUDE CODE PROMPT

"Build a Python scraper that hits
Google Maps for 'dentists in Austin, TX',
pulls name, address, phone, website,
rating, review count,
then crawls each website to extract
the owner contact email,
outputs to CSV.


Tell me which APIs from RapidAPI to use."
```

Two APIs. That's it.

1 **Business Data Finder**
Grabs businesses and their website from Google Maps based on your niche + city query.

2 **Website Contacts Finder**
Crawls each business website to extract the owner's email address for direct outreach.

OUTPUT

Set a cron job at 6am. The scraper runs daily. 500 to 2,000 fresh, enriched local business leads land in your pipeline every morning. Businesses that have never been touched.

The 7-step setup.
Two afternoons.

Everything you need to go from zero to a running lead generation machine. Total infrastructure cost: $200-400/mo including sending tools.

1 · **Spin up a VPS**

Hostinger or Hetzner. $7-12/mo. Ubuntu. This is the only cost for the scraping layer.

2 · **Install Claude Code + tmux**

Tmux keeps persistent sessions that survive connection drops. Claude Code runs on the server 24/7.

3 · **Set up Tailscale VPN**

Secure tunnel to your VPS. Access your scraping infrastructure from phone or laptop, anywhere.

4 · **Prompt Claude Code to build the scraper**

Use the prompt on the previous page. Target your top 3 service categories and cities.

5 · **Connect output to Instantly or Smartlead**

CSV feeds directly into your sending tool. Sequences trigger automatically based on lead data.

6 · **Set up Telegram bot alerts**

"1,500 sent, 14 replies, 4 booked today." Daily summaries to your phone. Monitor without logging in.

7 · **Cron job at 6am**

Scraper runs every morning. You wake up to a filled pipeline. Maintenance: tweak city/keyword targets when volume dips.

Each channel has a different job.

Email does the volume. LinkedIn builds familiarity. X catches intent. Together they compound into ~50,000 targeted touches per month.

01   EMAIL — THE VOLUME ENGINE

35 domains. 105 inboxes. 2,000 sends per day.

3 inboxes per domain. Sequences trigger based on what the Maps data shows about each business. Not generic templates — signal-based hooks built from their own public data.

- Follow-ups at 3, 5, 8, and 14 days if leads show interest but don't reply
- Auto-qualifies replies based on intent signals
- Books qualified leads directly into your calendar

02   LINKEDIN — THE WARM LAYER

30-40 soft connects per day at human volume.

Claude Code cross-references your Maps leads against LinkedIn. Finds the owner or founder. You connect — not pitching. Building familiarity so when the email lands, they already recognize the name.

03   X / TWITTER — THE INTENT SCANNER

Keyword monitoring + queued DMs.

Monitor locals venting about slow business, bad leads, poor Google visibility. Claude Code watches keywords and queues DMs. Low volume, high intent, zero competition.

The math works
if the execution is tight.

These are reported top-of-range numbers. Actual results depend on your niche, offer, list quality, deliverability, and message discipline.

2-6%
REPLY RATE ON
HYPER-LOCAL OUTREACH

20-40
QUALIFIED CALLS
PER MONTH

25%
REPORTED
CLOSE RATE

5-10
NEW CLIENTS/MO
AT $5-10K RETAINERS

SETUP TIMELINE

Week one to month four.

Monday	VPS + Claude Code live
Tuesday	Scraper built for top 3 niches + cities
Wednesday	Enrichment pipeline + Instantly integration
Thursday	200 test sends — watch deliverability
Friday	LinkedIn cross-reference + X monitor active
Month 2	15-25 qualified calls per month baseline
Month 4	Predictable, compounding pipeline

HONEST CAVEAT

These numbers are best-case, not baseline. Deliverability is the hardest part. This targets SMB/local businesses, not enterprise.

This works when the foundations already exist.

The system is not a substitute for a clear offer, a sharp ICP, or disciplined messaging. It's an execution layer for teams that already know what they're trying to say and to whom.

Build this if

- You can describe your ICP clearly
- You can name the buyer's problem sharply
- You have a believable offer or mechanism
- You're willing to manage deliverability
- You want repeatability, not just more sends

Do not build this if

- The offer is still vague
- You can't explain the mechanism clearly
- You're hoping AI will replace strategy
- You haven't validated demand manually
- You're not ready to track what the system does

Want this built for your company?

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