

# What is PhantomBuster?

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- An AI platform that automates repetitive tasks for employees
- A data extraction tool
- Sends requests to people's LinkedIn accounts



PHANTOM  
BUSTER //

<https://phantombuster.com/3347107237078729/phantoms>

# What Problems Does PhantomBuster Solve?

Instant Importation of data from linkedIn



User limits do not apply with PhantomBuster

Difficulty of monitoring multiple social media accounts

Not worrying about 24/7 hiring

# How Does PhantomBuster Work?

## By platform

 LinkedIn  
 Sales Navigator

 Google  
 Instagram

 HubSpot  
 Twitter

## By strategy

 Extract leads

 Enrich data

 Engage with leads

## By use case

• **Keyword Analysis:** Surfer analyzes top competitor keyword Google results to identify ranking patterns.

• **Content Optimization:** Provides a live content editor showing recommended keywords and structure.

• **SEO Scoring:** Assigns a score to content based on how optimized it is for search engines.

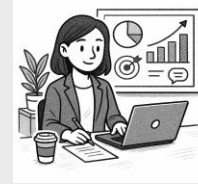
# Specific Use Cases and Examples

## Local Realtor



- Perfect a page targeting **“Homes for sale in Chicago”**
- Find keywords buyers search before contacting agents
- Create neighborhood guides that rank on Google
- Attract buyers searching online before competitors

## Small Marketing Agency



- Refine client website pages to rank on Google
- Build SEO blog strategies for client industries
- Identify high-value keywords clients should target
- Track which content drives the most organic traffic

## Online Retail Business



- Improve product pages for Google search traffic
- Target keywords customers use before buying
- Improve category pages like **“best running shoes”**
- Increase organic traffic without paying for ads

# Competitors PhantomBuster

| Feature/Function     | PhantomBuster             | EvaBoot                       | Clay              | Waalaxy                         |
|----------------------|---------------------------|-------------------------------|-------------------|---------------------------------|
| <b>Primary Focus</b> | Cross platform automation | LinkedIn sales and navigation | Data analysis     | LinkedIn and email automated    |
| <b>Ease of Use</b>   | Simple                    | Basic                         | Difficult         | Hard                            |
| <b>Best For</b>      | Multiple platforms        | Reads lists                   | High volume sales | Solo users, with LinkedIn goals |

# Getting Started with PhantomBuster Costs

| Plans             | Price | Best For                     | Key Features                                                                                         |
|-------------------|-------|------------------------------|------------------------------------------------------------------------------------------------------|
| <b>Essential</b>  | \$69  | Freelancers                  | <ul style="list-style-type: none"><li>• 5 automation slots</li><li>• 500 email credits</li></ul>     |
| <b>Scale</b>      | \$159 | Small teams of 5+ associated | <ul style="list-style-type: none"><li>• 15 automation slots</li><li>• 2,500 email credits</li></ul>  |
| <b>Enterprise</b> | \$439 | 10+ Members, automation      | <ul style="list-style-type: none"><li>• 50 automation slots</li><li>• 10,000 email credits</li></ul> |

# PhantomBuster - Demo

<https://www.youtube.com/watch?v=3AAaP62rW4A>

**Welcome to**  
**PhantomBuster**

