

# Lead Generation Checklist

Courtesy of ZEN4Biz

0 out of 56 checks complete

## Goals and Objectives

- Determine if you want to measure the quantity or quality of leads (or both)
- Set your lead generation goals based on what your bigger business goals are
- Make sure to communicate your goal to your team (and motivate them to reach it)
- Setup tracking to measure the progress of your goal

## Landing Page

- Make sure your landing page has a clear CTA (call-to-action)
- Focus on the customers viewpoint
- Include an effective headline
- Use a clean and simple design
- Show of your social status

## Lead Magnet

- Solves a real problem your target market has
- Helps the prospect achieve something quickly
- Be specific in what you are aiming to achieve
- Be simple and easy to understand
- Create something high value that people actually want
- Make sure it is easily accessible for everyone
- Don't forget to demonstrate your expertise in your lead magnet

## Traffic

- Blog - create useful content for your audience, answer FAQs and provide useful resources.
- Social media - (e.g. LinkedIn, Twitter, Pinterest, Google+, SlideShare, and YouTube).
- Pay-per-click Ads - (and remarking)
- SEO (organic search) - make sure your site is SEO ready to benefit from traffic from search engines
- Email marketing - create high quality emails and an email funnel for leads. Speaking of funnels...

## Email Funnel

- Choose the right email marketing software

- \_\_\_\_\_ Set up a lead generation form to handle lead capture
- \_\_\_\_\_ Create a sequence
- \_\_\_\_\_ Connect form to sequence

## **Content Plan**

- \_\_\_\_\_ Target audience personas and their needs.
- \_\_\_\_\_ Understand any industry issues.
- \_\_\_\_\_ Write about content that will attract people to your site
- \_\_\_\_\_ Use formats people want to see. Remember, content isn't just blog posts, but can be checklists and videos
- \_\_\_\_\_ Decide on a publication frequency (e.g. weekly or monthly)

## **Lead Nurturing**

- \_\_\_\_\_ Email marketing (consider what type of content to send them and how often)
- \_\_\_\_\_ Use automated follow-up workflows and emails.
- \_\_\_\_\_ Use lead scoring (for example by behaviour or by demographics).
- \_\_\_\_\_ Define your audience and segment
- \_\_\_\_\_ Offer valuable content in your lead nurturing emails for free
- \_\_\_\_\_ Set objectives and goals for each email you send
- \_\_\_\_\_ Develop a timeline for your lead nurturing emails
- \_\_\_\_\_ Make sure to evaluate your success and optimize accordingly

## **Campaign Management**

- \_\_\_\_\_ Check campaign content (to include up to date and accurate information)
- \_\_\_\_\_ Have a social media promotion schedule in place
- \_\_\_\_\_ Have an email promotion schedule.
- \_\_\_\_\_ Setup an online advertising schedule (e.g. blogs, Google AdWords, LinkedIn Ads, Retargeting etc).
- \_\_\_\_\_ And don't forget about any offline promotions like direct mail or industry magazine articles.

## **Measuring Lead Generation**

- \_\_\_\_\_ Website visitors by source (i.e. direct, organic search, paid search, social media, email, offline).
- \_\_\_\_\_ Leads (website registrations) by source.
- \_\_\_\_\_ Customers by source.
- \_\_\_\_\_ Conversion rates.
- \_\_\_\_\_ Content performance.
- \_\_\_\_\_ Customer acquisition cost.
- \_\_\_\_\_ Revenue numbers with attribution