

50+ Point Lead Generation Checklist for Small Businesses

Use this free lead generation checklist to help make sure your website is creating more leads for your business.



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.

