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.

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