

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.

A Simple 50+ Point

Lead Generation Checklist



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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