# Checklist 7: Turning Prospects Into Clients

Project Name: _____ Date: _____

| | | Yes | No |
|---|---|---|---|
| | *One of the goals of any business is the ability to turn prospects and leads into paying customers. While increasing traffic to your website is instrumental in terms of increasing your brand awareness, it is not enough to convert prospects into paying clients. In order to increase the rate of conversion, it is important to There are myriad strategies that can be applied to aid in nurturing prospects into customers as highlighted in this checklist.* | | |
| | **Stage 1 – Creating Buyer Personas** | | |
| 1 | Research your target audience | ☐ | ☐ |
| 2 | Understand their pain points | ☐ | ☐ |
| 3 | Identify their expectations and platforms they source information | ☐ | ☐ |
| 4 | Determine why they need your products and what inspires this need | ☐ | ☐ |
| | **Stage 2 - Developing Lead Generation Strategies** | | |
| 5 | Leverage the power of influencer marketing | ☐ | ☐ |
| 6 | Create pay-per-click campaigns | ☐ | ☐ |
| 7 | Consider guest blogging to increase awareness | ☐ | ☐ |
| 8 | Optimize social media advertising | ☐ | ☐ |
| 9 | Consider email marketing to increase prospects and sales | ☐ | ☐ |
| | **Stage 3 – Converting Leads into Paying Customers** | | |
| 10 | Request referrals from your customers | ☐ | ☐ |

*Notes*



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| | | | |
|---|---|---|---|
| 11 | Make the checkout and payment processes easy | ☐ | ☐ |
| 12 | Improve your website for usability | ☐ | ☐ |
| 13 | Offer incentives and discounts to prospects | ☐ | ☐ |
| 14 | Respond faster to prospects | ☐ | ☐ |
| 15 | Encourage customer reviews and testimonials to build trust with prospective clients | ☐ | ☐ |
| 16 | Consider qualifying the lead first | ☐ | ☐ |
| 17 | Send follow-up emails to visitors | ☐ | ☐ |
| 18 | Consider using a CRM system to monitor your sales pipeline | ☐ | ☐ |
| 19 | Develop dynamic remarketing to capture and convert cart abandoners | ☐ | ☐ |
| 20 | Structure your team for speed | ☐ | ☐ |

*Notes*



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