4brand

# Checklist 8: Driving Traffic, Leads, Sales

Project Name: _____ Date: _____

*One of the fundamental elements towards the success of your agency is the ability to drive traffic, leads and sales. There are myriad digital marketing strategies that can be applied to boost traffic for your agency, lead conversion and ultimately lead to increased sales. This checklist provides a how-to guide when trying to enhance traffic, lead and sales:*

| | | *Yes* | *No* |
|---|---|---|---|
| | **Part 1 – Driving Traffic** | | |
| 1 | Engage in affiliate marketing | ☐ | ☐ |
| 2 | Consider utilizing guest blogging to increase awareness | ☐ | ☐ |
| 3 | Utilize content marketing | ☐ | ☐ |
| 4 | Reach leads by building an email list | ☐ | ☐ |
| 5 | Create quality backlinks | ☐ | ☐ |
| 6 | Utilize paid advertising | ☐ | ☐ |
| 7 | Optimize the power of social media | ☐ | ☐ |
| 8 | Consider using content repurposing | ☐ | ☐ |
| | **Part 2 – Increasing Leads** | | |
| 9 | Identify and research your ideal clients | ☐ | ☐ |
| 10 | Identify where your target clients search for information | ☐ | ☐ |
| 11 | Follow up on your leads by outsourcing cold calls | ☐ | ☐ |

*Notes*



Created with PDFBear.com

4brand

# Checklist 8: Driving Traffic, Leads, Sales

| | | | |
|---|---|---|---|
| 12 | Use tools such as Leadfeeder to identify leads | ☐ | ☐ |
| 13 | Optimize your website for leads and traffic | ☐ | ☐ |
| 14 | Utilize SEO | ☐ | ☐ |
| | **Part 3 – Increasing Sales** | | |
| 15 | Use lead markets | ☐ | ☐ |
| 16 | Offer promotions | ☐ | ☐ |
| 17 | Clarify your unique value proposition | ☐ | ☐ |
| 18 | Leverage ROI providing strategies such as PPC | ☐ | ☐ |
| 19 | Offer incentives such ass money back guarantees | ☐ | ☐ |
| 20 | Create and target specific buyer personas | ☐ | ☐ |

*Notes*



Created with
PDFBear.com