Checklist 15: Developing Lead Generating Strategies

Project Name: _____ Date: _____

		Yes	No
	Lead generation strategies are instrumental in that they influence customers' buying decisions. Effective lead generation strategies encompass techniques that aim at attracting and subsequently converting potential customers into leads. Effective lead generating strategies include tactics that address all the components of lead generation strategies which include lead capture, lead qualifications, lead magnets and lead segmentation.		
1	Create reports, ebooks, and courses that are gated	☐	☐
2	Consider hosting events such as webinars and workshops	☐	☐
3	Leverage landing page conversion tactics	☐	☐
4	Consider offering coupons and discounts to prospects	☐	☐
5	Use Gmail ads to target your ideal clients	☐	☐
6	Offer freemium products and free trials to prospective clients	☐	☐
7	Initiate lead scoring techniques based on clients' levels of engagement	☐	☐
8	Leverage the power of social media to promote your lead magnet	☐	☐

Notes

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9	Split test your headlines, tags, images etc. on your website for engagement	☐	☐
10	Use paid advertisements (Facebook ads, Instagram ads)	☐	☐
11	Consider linking your webinars directly to your created contents	☐	☐
12	Utilize demographic segmentation to target prospects	☐	☐
13	Use tools such as Conversocial that uses paid ads to drive prospects to content	☐	☐
14	Consider using PPC marketing to generate leads	☐	☐
15	Use retargeting strategies to boost engagement (through social ads, Facebook, Instagram ads)	☐	☐
16	Consider guest blogging on sites with high traffic	☐	☐
17	Use purchase funnel to identify and target top of funnel keywords	☐	☐
18	Optimize your website for lead generation	☐	☐
19	Consider adding lead generation pop-ups on your website	☐	☐
20	Write unique and powerful headlines in your contents to draw attention	☐	☐
21	Develop unique and irresistible offers for your social platforms	☐	☐

Notes

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22	Create premium contents in your webinars for prospects that convert	☐	☐
23	Create and launch polls to foster increased engagement	☐	☐

Notes