The lead generation checklist

Not sure if your lead generation process is well-optimized? Use our checklist to see what’s great already, and where you still need to put some work!

1. **Strong lead magnet**
   Give your customers something of value - no leftovers! Prepare helpful materials they’ll actually use.

2. **Relevant sources**
   Browse through your online sources and choose the most relevant - don’t publish everywhere. Act carefully and specify your target audience.

3. **High-quality content**
   Your content has to be very good and you need to take care of its distribution. Try various types: blog and social media posts, videos or podcasts!

4. **A landing page**
   It’s the best tool used in lead generation marketing - build it easily with landing page platform and use for a purpose that will attract your viewers.

5. **Direct engagement**
   Be there for your leads. Treat them like future customers - answer their questions, form a strong bond, ask for their opinions, make promises and fulfill them.

6. **Lead scoring**
   Once you get leads, create a scale based on your target audience. It’s time to choose the best since there will be some... misleads.

7. **Lead nurturing**
   Take care of your leads before, during and after they buy from you. What you need is a loyal customer.

8. **A marketing persona**
   Remember to direct your campaigns to real people! Creating marketing personas is crucial in lead generation strategies.

9. **A buyer’s journey**
   Keep it in mind while planning your campaign - adjust your actions to a specific stage of a buyer’s journey.

10. **PAS formula**
    Research the problem, make it visible and propose a solution!

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Collecting leads with landing pages?

Get to know Landingi