

THE 2019 ACQUISITION ASSESSMENT

RSG

Ready.Set.Grow

WANT TO ACQUIRE MORE CUSTOMERS IN 2019
Use this checklist to help you prepare and dial in your 2019 customer acquisition strategy.

SECTION 1

ATTRACTION: > *How do you get the attention of your target audience.*

- We have defined the profile/demographics/characteristics of an ideal lead and all of our team could tell us "what" that buyer persona looks like
- Our website traffic increases most months
- Our company is using social media to build brand awareness, engagement, and drive traffic
- We monitor social media for mentions of our brand name, important keywords, and competitors
- We have an active company blog
- We have a Search Engine Optimization strategy
- We analyze our website's pages to identify whether they're optimized effectively
- We track our inbound links
- We currently run paid marketing campaigns

SECTION 2

CONVERTING: > *How do you convert interested visitors and turn them into leads.*

- We generate a large number of leads via our website in most months
- We consistently offer eBooks, white papers, webinars, and more for potential leads to engage with
- We have active landing pages for our website
- We generate inbound sales leads directly from pay-per-click traffic

SECTION 3

CLOSING: > *How do you effectively close your leads.*

- We close a large number of customers from our website leads in most months
- We segment our email marketing lists and send different messages to different segments
- We use automated lead nurturing
- Our web analytics platform notify us/our sales team when a lead is visiting the website
- Our web analytics platform tracks which pages our individual leads view
- Our web analytics platform tracks the traffic source/marketing activity/campaign for each lead
- Our sales team (or you) connects with our leads via their social media profiles
- Our sales team leverages LinkedIn as a sales tool
- Our sales team uses automated follow up campaigns to reduce time & stay top of mind with leads

SECTION 4

ANALYSIS: > *How do you measure your effectiveness from attraction to close.*

- We analyze our marketing results each month so we can continuously improve
- We track our traffic sources
- We track which traffic sources convert into leads
- We track which leads convert into customers
- We track the traffic source/marketing campaign for each visitor, lead, and sale
- We track the traffic source down to the keyword (For SEO)
- We track the traffic source down to the campaign or keyword (for PPC)
- We track the traffic source down to the campaign (For Email)