

## YOUR LEAD GENERATION CHECKLIST

The efficiency of your sales force is directly linked to how effective you are at generating leads. Use this checklist to check your online lead gen vitals.

Do you have the following?

### Technology platform

- Web content management system (e.g. WordPress).
- Customer relationship management (e.g. Salesforce).
- Marketing automation software (e.g. HubSpot).

### Lead optimised website

- Resources page (to hold whitepapers, videos, tools, etc.).
- Blog (with social media share links).
- Links to social media publication channels.
- Areas for promoting content (e.g. banner ads).
- Call-To-Action buttons (e.g. talk to a consultant, request a demo, register for a webinar).
- Landing pages (for registration and fulfilment).
- Connection to contact database (e.g. capture activity and registrations).

### Social media broadcast channels

- Business social media channels (e.g. LinkedIn, Twitter, Pinterest, Google+, SlideShare, and YouTube).
- Personal and business accounts.

### Content plan

- Target audience personas and their needs.
- Understanding of industry issues.
- Agreed content topics (content that will attract people to your site).
- Agreed formats (e.g. whitepapers, checklists, videos).
- Agreed publication frequency (e.g. weekly blog, monthly whitepaper, quarterly campaign).
- Agreed authors (thought leadership, writing, design).

### Lead nurturing

- Email marketing (e.g. newsletter, content promotion).
- Automated follow-up workflows and emails.
- Lead scoring (e.g. behaviour, demographics).

### Campaign management

- Campaign content (primary and supporting content).
- Social media promotion schedule (via personal and company accounts).
- Email promotion schedule.
- Online advertising schedule (e.g. blogs, Google AdWords, LinkedIn Ads, Retargeting).
- Offline promotional schedule (e.g. direct mail, magazine articles).

### Lead gen measures

- Website visitors by source (i.e. direct, organic search, paid search, social media, email, offline).
- Leads (website registrations) by source.
- Customers by source.
- Conversion rates.
- Content performance.
- Customer acquisition cost.

## About Concentrate

Concentrate helps New Zealand's smartest technology firms find and grow markets for their products.

If you have the courage to focus, we have the tools and experience to help you realise the potential of your innovation.

### We can help you get started

Would you like to get started with generating qualified leads online for your sales teams? Concentrate can do this for you, or provide advice to get you up and running quickly. Complete **this form** and one of our consultants will be in touch for an initial chat.

**[CLICK HERE TO ORGANISE A MEETING.](#)**