



A CHECKLIST FOR LEAD GENERATION

OFFER:

- 1. Have you identified the intended audience for this offer?
 YES NO
- 2. Is this offer valuable enough that people are willing to trade information for it?
 YES NO
- 3. Does this offer fit the recipient's stage in the Buyer's Journey?
 YES NO

CTA (CALL TO ACTION):

- 1. Do you have an image or button you will use to encourage people to claim this offer?
 YES NO
- 2. Does this image or button use clear, active language?
 YES NO
- 3. Does this CTA immediately catch the reader's attention?
 YES NO

LANDING PAGE:

- 1. Have you removed all navigation options so that visitors' focus is on the form?
 YES NO
- 2. Is your content straightforward and enticing so readers understand the value of this offer?
 YES NO
- 3. Have you taken advantage of formatting options such as bullet points and bold text to help important information stand out?
 YES NO

FORM:

- 1. Have you included questions that will provide you with information you need to pursue this lead?
 YES NO
- 2. Is the length of the form appropriate for the value of this offer?
 YES NO
- 3. Does the form include a button reminding users of the action they need to take (i.e. "Get your ebook now")?
 YES NO

THANK YOU PAGE:

- 1. Does your thank you page include navigation options to keep users on your site?
 YES NO
- 2. Have you included a second offer that is relevant to the one that was just downloaded?
 YES NO
- 3. Does your text make your gratitude for visitors' interest clear, as well as share what they can expect in the future (for example, how often you will send them emails)?
 YES NO

SHARING:

Have you linked to the landing page for this offer in the following places?

-  YES NO
-  YES NO
-  YES NO
-  YES NO
-  YES NO
-  YES NO



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Primitive Social is an inbound marketing agency based out of Lubbock, Texas. We work with companies all across the country to help them craft digital solutions that help them reach their goals. Contact us today to learn how our full-service team can boost your ROI and get the most from your marketing dollars. Visit our website to download eBooks, guides, templates, and more, or reach out for your free website assessment.