

LEAD GENERATION AUTHORITY



CHECKLIST

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Once you start thinking about web traffic and customers in terms of leads, it will transform the way you approach your business and help you to make a much bigger and longer lasting impact. We've discussed the details in depth in the full ebook, now let's go over the basic steps that you need to make sure you're crossing off your list as you go. Follow this lead generation checklist to start building those leads!

Types of Leads

Note that there are three types of leads, each of which can be considered at a different point on the 'lead lifecycle'. Your job then is to take those leads from the first stage, to the last. This is far more effective than simply trying to sell to the first stage, which will mean you lose a lot of customers for good. Those types of leads are...

- Cold lead
- Warm lead
- Qualified lead
- Customer

☐ Cold Lead: Someone who hasn't shown any explicit interest in your business but who fits your target demographic and who is likely to want to buy from you. Either you have their contact details saved, or they've landed on your website.

☐ Warm Lead: Someone who has demonstrated *some* kind of interest in your business. This person will have liked your Facebook page, or followed you on Twitter etc.

☐ Qualified Lead: This person is someone who should be 'ready to buy' and all it will now take is a little 'push' to get them to take the final plunge. This person isn't only interested in your brand but has demonstrated interest in a specific product – for example they might have saved an item to their shopping cart on your site, or they might have asked for a quote.

- Customer: Someone who has successfully been **converted** and bought from you. This person is still a lead and you can now try selling to them again. Note that you should be thinking about the **lifetime customer value** – how can you make your customers more loyal in the long term?

Lead Scoring and CRM Software

- ☐ CRM software allows you to manage your leads. If you use a mailing list to capture emails, it will organize them and allow you to add extra details.
- ☐ This allows you to categorize your leads by their age, hobbies, location etc. and thereby offer the correct orders to the correct people.
- ☐ You can also use **lead scoring**. This will score your leads based on their seeming engagement with your brand. You can then market to the lead with the highest score, who should be the most qualified.

How to Get and Convert Leads

Depending on the type of internet marketing you use, you will get different leads...

- ☐ If you get leads through social media, they will be **warm** to begin with as they will be following your brand after seeing a post
- ☐ If you get leads from SEO and you're using search terms relating to your product (e.g. 'buy hats online') then those leads will be already **qualified** when they reach you
- ☐ PPC can help you get **qualified** leads with the same method, or **cold** leads that target your specific demographic

- The best tool for converting **cold** leads into **warm** leads is to use a mailing list – you can use an incentive to ensure they want to sign up but must avoid convincing untargeted leads
- Use an email to convince your leads with a high score to **convert** meaning that they become customers
 - Use the ‘scarcity’ and ‘urgency’ principles
 - Write using a narrative
 - Focus on your value proposition

The Importance of a Brand and Vision

You need to have a brand and a vision if you’re going to attract the right leads and get them to engage with you.

This means you need a mission statement, which will then inform your design and your strategy. It’s not **WHAT** your business does, it’s **WHY** you’re doing it.

Profile your exact **buyer persona** and think about not only their metrics but also what they are interested in and what they believe. Identify your **value proposition**. How do you make life better for that buyer persona? This is what will eventually allow you to sell your products to them!