Lead Generation Checklist

Step 1: Define Your Ideal Customer

- ◯ Identify key demographics (age, location, interests)
- ◯ Map out customer pain points and goals
- ◯ Create detailed buyer personas using tools like HubSpot's Make My Persona

Step 2: Personalize Your Messaging

- ◯ Segment your audience based on behavior and interests
- ◯ Use personalized email campaigns with dynamic fields (e.g., [First Name])
- ◯ Create platform-specific messaging (LinkedIn, TikTok, etc.)

Step 3: Improve Website UX (User Experience)

- ◯ Test your website's speed using Google PageSpeed Insights
- ◯ Ensure mobile responsiveness (over 58% of traffic is mobile)
- ◯ Simplify navigation with clear CTAs (Call-to-Actions)

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Step 4: Nurture Your Leads

- ◯ Implement an automated email sequence (e.g., ConvertKit, ActiveCampaign)
- ◯ Follow up with educational content, case studies, or special offers
- ◯ Use retargeting ads to re-engage potential leads

Step 5: Diversify Your Traffic Sources

- ◯ Expand beyond Google Ads — try SEO, email marketing, and referral programs
- ◯ Repurpose content for LinkedIn, YouTube, or TikTok to reach new audiences
- ◯ Use AI tools to manage multi-channel campaigns

Step 6: Strengthen Your Lead Magnets

- ◯ Identify your audience's biggest pain points
- ◯ Offer valuable resources like checklists, templates, or eBooks
- ◯ Use compelling headlines like "Unlock Your FREE 7-Step AI Strategy Guide!"

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Step 7: Embrace AI in Digital Marketing

- ◯ Use AI chatbots for real-time engagement
- ◯ Implement predictive analytics to score and prioritize leads
- ◯ Automate repetitive tasks to save time and improve response rates

Step 8: Track Key Metrics & Data

- ◯ Monitor website traffic with Google Analytics
- ◯ Use heatmaps like Hotjar to track user behavior
- ◯ Regularly review conversion rates, bounce rates, and click-through rates

Step 9: Improve Your CTAs (Call-to-Actions)

- ◯ Use actionable language like "Download Now" or "Get Started Today"
- ◯ Include benefits in your CTA (e.g., "Boost Your Sales in 30 Days!")
- ◯ Experiment with CTA placements (above the fold, end of articles, pop-ups)

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Step 10: Engage with Your Audience on LinkedIn

- ◯ Ask thought-provoking questions in your posts

- ◯ Add a poll to gather insights and boost engagement

- ◯ Respond to comments to build stronger connections

💡 Struggling to Build an Effective Lead Generation Strategy? We're here to help!

Email us at hello@7coreinsights.com to get started.