

## CHECKLIST FOR PRODUCING A LEAD GENERATION CAMPAIGN:

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### **DEFINE YOUR TARGET AUDIENCE**

Who are they? What do they need? Where can you find them?

### **CRAFT A COMPELLING OFFER**

What will entice your audience to take action?

### **CREATE A LANDING PAGE**

Keep it simple, eye-catching, and focused on the offer.

### **DEVELOP A LEAD CAPTURE FORM**

Collect only the information you need and make it easy to fill out.

### **DRIVE TRAFFIC TO YOUR LANDING PAGE**

Use a mix of channels (email, social media, paid advertising) to reach your audience.

### **FOLLOW UP WITH LEADS**

Send personalised and timely communications to move them through the sales funnel.

### **MEASURE AND OPTIMISE**

Track your results and use the data to improve your campaign.

*Remember, brevity is the soul of wit. Keep it short, sweet, and to the point.*