

The 5 Step Process for Lead Generation

Step 1.

Plan

- > Assess your needs
- > Develop a buyer persona
- > Create a content strategy
- > Create a social media strategy
- > Set SMART goals



Step 2.

Create

- > Conduct keyword research
- > Write your content
 - Ebooks
 - Guides
 - Blog posts
 - Videos
 - Templates
 - Tools
 - Checklists
 - Webinars
 - Podcasts
 - Whitepapers

Step 3.

Promote

- > Shout about your content on social media channels
- > Conduct an SEO audit to better drive traffic to your site



Step 4.

Convert

- > Include a compelling call-to-action
- > Make use of landing pages
- > Add forms to collect personal information

Step 5.

Analyse

- > What methods are the most effective?
- > Where are you seeing the largest drop off?
- > Where are your leads coming from?

