

10 THINGS YOU SHOULD KNOW BEFORE YOU LAUNCH YOUR NEXT LEAD GENERATION CAMPAIGN

DEFINE CLEAR KPI'S

What will success look like?
e.g., CPL (Cost Per Lead),
CVR (Conversion Rate), ROI
(Return on Investment).
Measure continuously to
refine your strategy.

SET A SPECIFIC, MEASURABLE GOAL

Not just "more leads"
but how many? By when?
Consider: Leads per month?
Qualified leads vs. all leads?

SYNCHRONIZE MARKETING & SALES THROUGH ADVANCED CRMS

Implement tools like
predictive lead scoring to
prioritize high-value
prospects. Automate
workflow handoffs to
ensure no lead is left
behind or ignored.

A/B TEST YOUR CAMPAIGN

Change one variable at a
time (e.g., CTA wording,
ad design).
Determine what drives the
best results.

TAILOR YOUR CTA (CALL TO ACTION)

Ensure it's compelling and
specific. Example: Instead of
"Contact Us," try "Get Your
Free Consultation Now!"

QUALITY OVER QUANTITY

Prioritize attracting
high-value, qualified leads
over sheer numbers.
It's not just about more, it's
about better.

IDENTIFY YOUR IDEAL BUYER PERSONA

Demographics: Age, Job
Title, Company Size.
Psychographics: Challenges,
Goals, Preferences.
What platforms do they
frequent? What content
resonates?

OPTIMIZE PLATFORM UTILIZATION: ADVANCED ANALYTICS

Dive deep into
platform-specific analytics.
Identify top-performing
content types and
posting times to leverage
engagement peaks.

ENSURE YOU'RE GDPR & CCPA COMPLIANT

Respect user data; make
opt-ins clear and concise.
Avoid potential legal
complications.

UNDERSTAND THE BUYER'S JOURNEY

Awareness → Consideration
→ Decision
Offer relevant content at
each stage.