LEAD FORENSICS

CHECKLIST

KICK-STARTING YOUR LEAD GENERATION STRATEGY

Lead generation is an essential process for every B2B marketing department, generating the new business opportunities needed to drive revenue and promote business growth. Here's how to kick-start your lead generation strategy, bringing you outstanding results to turbo-charge your business success.

1 Identify your audience
50% of business leads generated don't fit your product or services. Identify ideal client criteria to better focus your lead generation efforts.

Revolutionize your business lead generation by overcoming common challenges with our latest free guide!

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2 Understand buyer mentality
Put yourself in your buyer's shoes, and ask how they come to purchasing decisions, helping you properly strategize to meet audience needs.

3 Organize your KPIs
Ensure your measurements of team performance align with ideal business results, helping your team focus on essential lead generation metrics.

4 Recruit the right team
Whether you choose to recruit by channel or pipeline position, ensure your team have a full understanding of lead generation processes.

5 Re-evaluate ROI attribution
Over 40% of marketers struggle to link revenue to marketing; look to your ROI attribution model and be sure to understand campaign return to benefit future planning.

6 Embrace automation
50% of your team's tasks could be automated; free their day of time-consuming manual tasks so they can give 100% to lead generation.
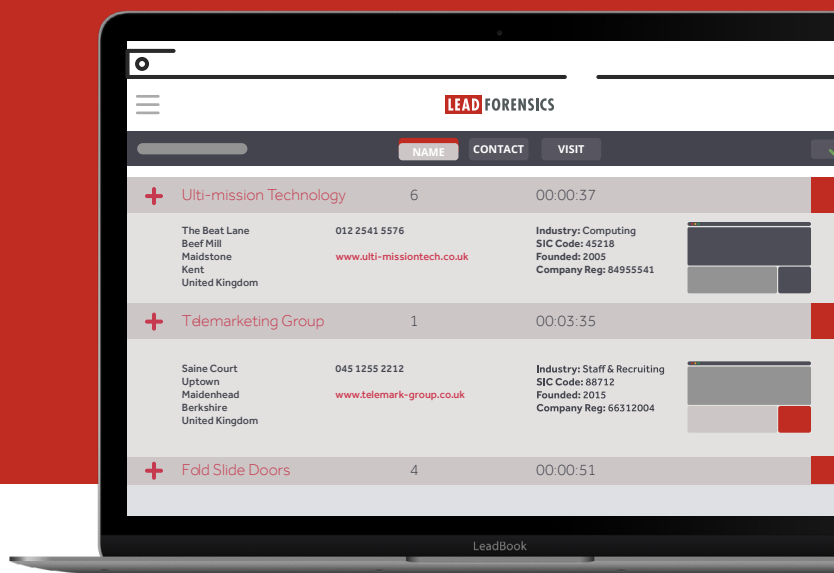
7 Go mobile first
Half of all B2B searches are conducted on a mobile or tablet. Be sure to adopt a mobile first approach across all channels to move with the times.

8 Be driven by data
The leads generated are only as good as the data you have. Carefully gather and organize data to optimize campaign performance.

9 Embrace lead generation software
For email marketing, content nurture or social media management, understand your software options for campaign success.

10 Use Lead Forensics
Our ground-breaking software identifies the businesses visiting your website and provides contact details for an advanced lead generation solution.

OUR GROUND-BREAKING SOFTWARE IDENTIFIES THE BUSINESSES VISITING YOUR WEBSITE AND PROVIDES CONTACT DETAILS FOR AN ADVANCED LEAD GENERATION SOLUTION.

TRY LEAD FORENSICS TODAY.

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