**Lead Generation Checklist**

**Technology Platform**

* Decide on a web content management system to use (e.g. WordPress)
* Decide on a customer relationship management system to use (e.g. Salesforce)
* Decide on a marketing automation software to use (e.g. HubSpot)

**Lead Optimized Website**

* Include a resources page (videos, tools, etc.)
* Include a blog for articles
* Decide on areas for promoting content on your website
* Decide on where to place Call-To-Action buttons
* Include opt-in forms on your website to capture leads

**Content Plan**

* Find out audience needs
* Research and understand industry issues
* Make a list of content topics that will attract visitors to your website
* Determine the publication frequency
* Determine the authors who will handle the content

**Campaign Management**

* Check campaign content for accurate information
* Put a social media promotion schedule in place
* Put an email promotion schedule in place
* Setup an online advertising schedule (e.g. blogs, Google AdWords, etc.)

**Lead Gen Measures**

* Verify website visitors by source (direct, organic search, paid search, etc)
* Verify leads by source (website registrations)
* Verify customers by source
* Verify conversion rates
* Verify how well the content is performing