

B2B Lead Generation 'Have You' Worksheet

You think by obtaining an email address, you've got a lead?
What you've got is a contact!

Know how you can generate leads and increase the success of your lead generation campaign. Find out whether you have what it takes with this **B2B Lead Generation 'Have You'** checklist.

B2B Lead Generation 'Have You' Worksheet

		Yes	No
Customer Profile			
1	Have you defined your ideal customer profile?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have you documented your customer's primary needs and issues?	<input type="checkbox"/>	<input type="checkbox"/>
Value Map – to determine content requirements			
3	Have you recorded how you provide value to customers that address a unique need or issue?	<input type="checkbox"/>	<input type="checkbox"/>
4	Have you tested messages that address a unique need or issue?	<input type="checkbox"/>	<input type="checkbox"/>
Customer Buying Process - to determine priorities for targeting specific content			
5	Have you tested messages that address a unique need or issue?	<input type="checkbox"/>	<input type="checkbox"/>
6	Have you noted information required at each stage?	<input type="checkbox"/>	<input type="checkbox"/>
7	Have you identified their preferred medium of information delivery?	<input type="checkbox"/>	<input type="checkbox"/>
Integrated Marketing Communication Plan			
8	Have you devised, deployed and implemented a content plan utilizing channels effectively?	<input type="checkbox"/>	<input type="checkbox"/>
9	Have you included triggered based messaging based on action or inaction of customer towards communication?	<input type="checkbox"/>	<input type="checkbox"/>
10	Have you developed an editorial calendar or process to review, approve, produce and publish content?	<input type="checkbox"/>	<input type="checkbox"/>

		Yes	No
11	Have you established and implemented a SEO strategy with well defined list of keywords?	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Database			
12	Have you created a centralized location such as a database to capture, monitor and measure key data and performance metrics?	<input type="checkbox"/>	<input type="checkbox"/>
Program Management			
13	Have you developed a program management plan and assigned the responsibility of execution and monitoring of the process?	<input type="checkbox"/>	<input type="checkbox"/>

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