

04

Worksheet:
Starting Your First
Lead Generation
Campaign



How to Start Your First Lead Generation Campaign

Now that you've learned the rudiments of lead generation, you must be thinking ...

"How do I start my first lead generation campaign?"

"How am I going to find time to build these marketing offers?"

"Where do I even begin with all these best practices?"

We get it. We've been through it. And we want to help you get started.

On the next page, you'll find a lead generation worksheet. This worksheet will walk you through building your first lead generation campaign. The most important idea to keep in mind is that you truly only need *one offer on one landing page* to start generating leads. As your experience grows and your time allows, you can create more offers and advance your lead generation strategy.

Hopefully this ebook and the worksheet on the following page will prove useful as you embark on the path of truth and justice, the path of lead generation.

Good luck!





LEAD GENERATION WORKSHEET

1 CREATE AN OFFER

Whether this is a coupon, an ebook, or a webinar, you only need one offer to start generating leads. We'll share ways you can reuse this one offer in later steps.

2 BUILD LANDING PAGE & FORM

Build a [dedicated landing page](#) (sometimes referred to as a microsite) for your completed offer. Be sure to include a form on the landing page that visitors will need to complete in exchange for the featured offer.

3 BUILD THANK YOU PAGE OR EMAIL

Provide a way for your leads to receive the offer they filled out the form for by redirecting them to a thank you page where the offer is hosted or by sending a confirmation email with the offer.

4 PROMOTE WITH CHANNEL CTAS

Now that your offer is created and ready for download from your landing page, start promoting the landing page URL on your various promotional channels.

SOCIAL TIP

Share your offer multiple times on your social channels by extracting different parts of it each time. For example, if you have 10 tips in the offer, share one tip a day.

BLOG TIP

Write multiple blog posts that include a theme or idea related to your offer. Every time you publish a post, you can add a CTA to your same offer in each published post.

PPC TIP

Experiment with different targeting options on your PPC campaigns in order to use your offer in multiple ways. This will help you generate more leads while learning what works best.



AN INTRODUCTION TO LEAD GENERATION

CONCLUSION:

Don't Ruin Your Dinner. Let Your Marketing Add Value.

Now let's recreate our scenario from the introduction, this time with lead generation in mind.

You're sitting at your desk when you suddenly receive a call (yes, lovable inbound marketing means calling people at decent hours, not dinner time). The voice on the other end says, "Hi Jane, I work for Market Route Mapping and saw you downloaded our free whitepaper on choosing the right type of marketing campaign for your business. I just wanted to reach out to see if there were any unanswered questions that I could help fill the gap on?"

There we go. I, the lead, started the relationship. Now someone wants to take what I started and provide me with further value and information?

That I can do. And that is the desired result of lead generation. Hopefully the resulting marketing leads to even greater curry intake, too.



[Click here to learn how Market Route Mapping can help you with your lead generation.](#)



CALL-TO- ACTION PAGE

<http://www.marketroutemapping.co.uk/1/post/2013/09/is-your-dinner-being-ruined-by-marketing.html>

If you're interested in improving your lead generation processes, [request a custom demo](#) of the how Market Route Mapping can help.

