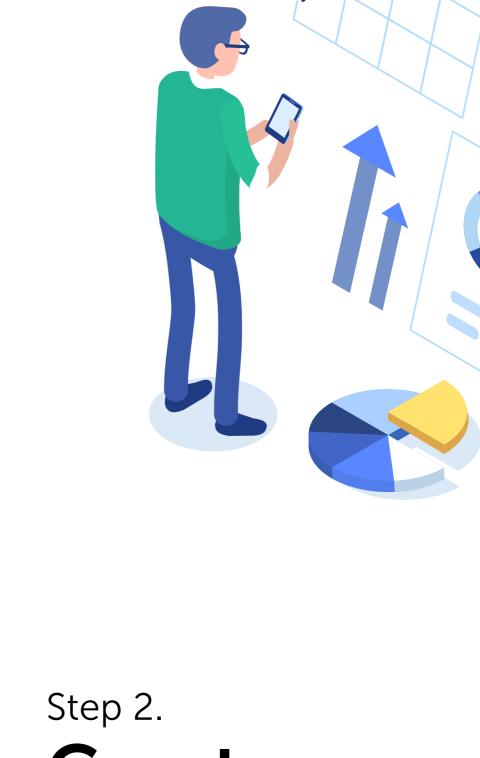
# The 5 Step Process for Lead Generation

#### Step 1.

### Plan

- Assess your needs
- > Develop a buyer persona
- Create a content strategy
- Create a social media strategy
- > Set SMART goals





### Create

- > Conduct keyword research
- > Write your content
  - Ebooks
- Tools
- Guides
- Checklists
- Blog posts
- WebinarsPodcasts
- VideosTemplates
- Whitepapers

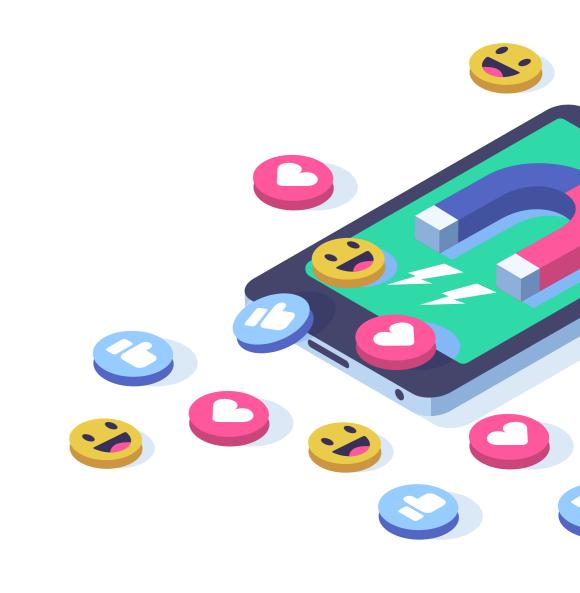
Step 3.

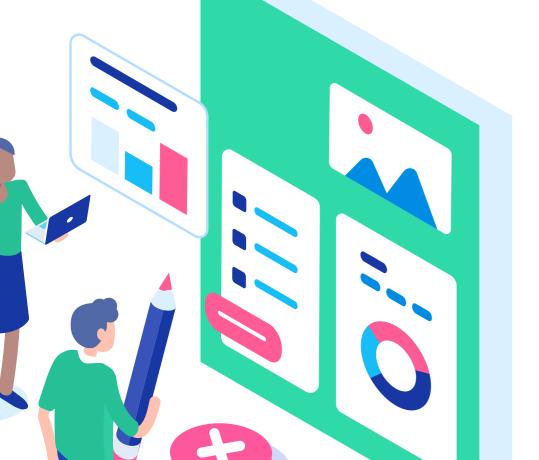
#### Promote

Shout about your content on social media channels

> Conduct an SEO audit to

better drive traffic to your site





## Step 4.

# Convert

- > Include a compelling call-to-action> Make use of landing pages
- Add forms to collect personal
- information

# Step 5.

# Analyse

- > What methods are the most effective?
  - largest drop off?

> Where are you seeing the

> Where are your leads coming from?

