FLOURISH LEADS

Your Complete Checklist for building a Lead Pipeline for the IT Sector

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Over the past ten years I've personally created hundreds of marketing campaigns designed to create quality leads for sales teams to manage and close.

This gave me a huge opportunity to measure, analyse, and test the effectiveness of different marketing strategies at scale, for different types of businesses and industries.

This checklist provides you with an overview of some of the most successful ways you can build a lead pipeline for your business.

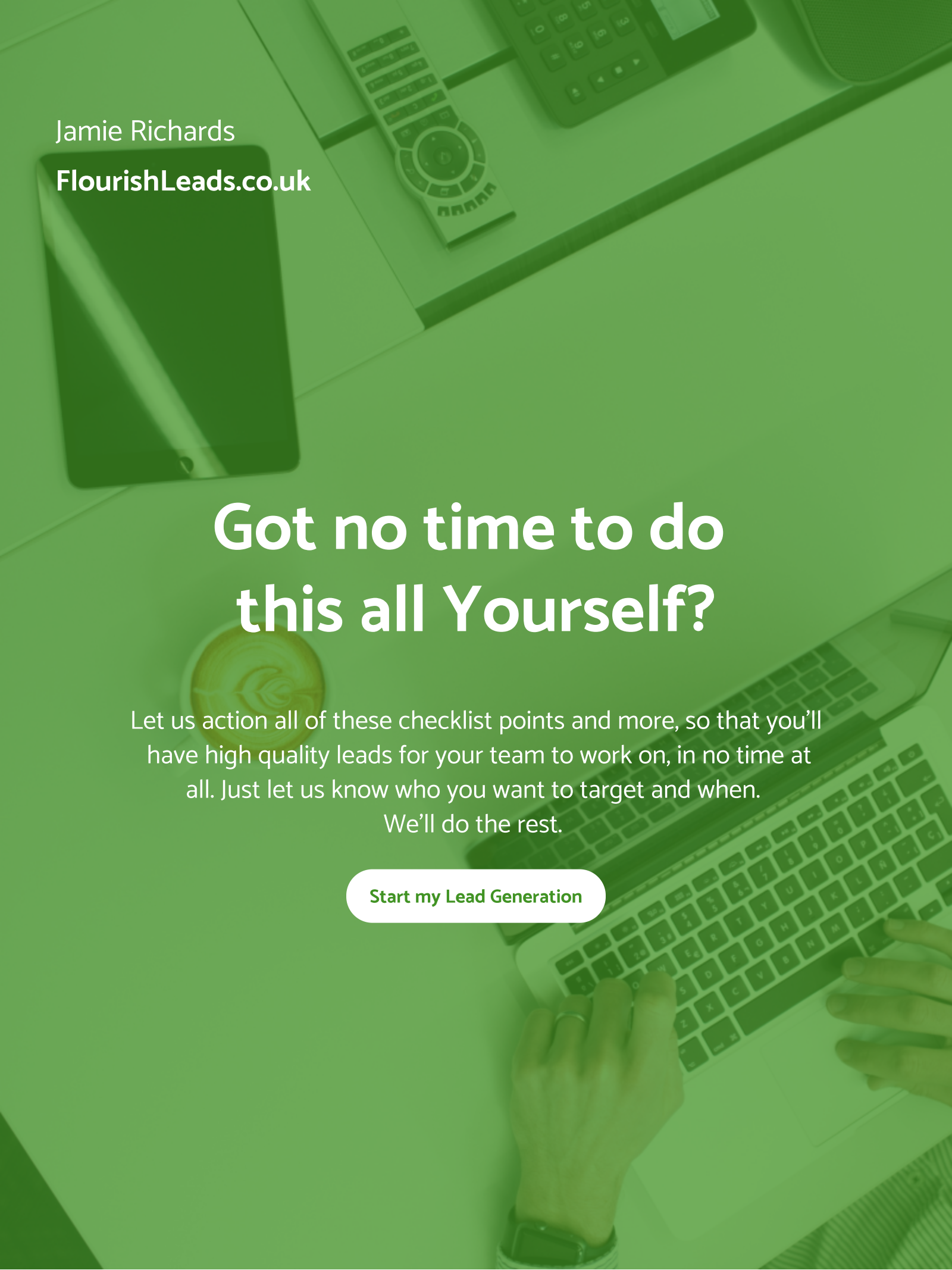
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- [ ] Reach out to your existing customers for new business referrals
- [ ] Create your ideal customer persona so you know who to target, and how best to reach them
- [ ] Clean your existing database of contacts, and use a customer persona to purchase new data
- [ ] Host a webinar so you can promote you and your partner services to new and existing customers
- [ ] Create useful documents about the project process and the benefits of using your business
- [ ] Speak to your customers and create case studies of your successful projects
- [ ] Post a series of social media posts, driving followers to targeted webpages for conversion
- [ ] Design and launch an email marketing campaign with a series of triggered emails, which drive users to a registration/landing page
- [ ] Up-sell new products and services to suitable existing customers
- [ ] Create targeted, paid social campaigns to your ideal customer persona

- [ ] Reach out to your connections on LinkedIn
- [ ] Optimise your website for keywords and search terms (SEO)
- [ ] Create useful videos promoting the your products and services
- [ ] Create a series of Google adverts driving users to targeted landing pages
- [ ] Ask for Google Reviews to help promote your business and its success
- [ ] Speak with your partners about the marketing support they can provide
- [ ] Create a content strategy so that you have regular, useful content on your website and social channels
- [ ] If you are a Microsoft Partner, utilise your Microsoft Partnership Marketing benefits – you can even email *gtm@microsoft.com* to understand your benefits
- [ ] Access your Cloud Ascent data to gain insights into cross sell and up-sell opportunities in your existing customer base



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Got no time to do this all Yourself?

Let us action all of these checklist points and more, so that you'll have high quality leads for your team to work on, in no time at all. Just let us know who you want to target and when. We'll do the rest.

Start my Lead Generation