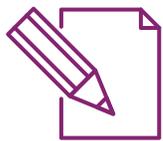


Your Telecom Lead Generation Campaign Checklist

No one likes investing time and money into a lead generation campaign that doesn't drive results for your business. Use this checklist to create campaigns that help you stand out from the crowd. From now on, you'll have all your ducks in a row, every time.



STEP ONE: PLAN YOUR LEAD GENERATION CAMPAIGN

- ✓ **Who are you targeting?** Be as specific as possible (e.g., Caleb the CIO, approx. 45-65, in the northeast United States) and include their likes, dislikes, pain points, and needs.
- ✓ **How does your business solve your target's problems?** Again, be specific, and make sure to consider why your business provides more value than your competitors.
- ✓ **Where are your targets?** Will they be at an upcoming event? Do they prefer LinkedIn to Twitter? Have they already visited your website, or are they currently unaware of your business?
- ✓ **What is your offer?** This can range from a downloadable item to a free trial of your solution or even your own consulting time.
- ✓ **Where will they receive your offer?** Most campaigns should use a custom landing page that is specific to each individual campaign.
- ✓ **How will you nurture your leads?** Don't forget the follow-up. Start thinking today about how you'll keep your leads warm.



STEP TWO: CREATE YOUR CAMPAIGN ASSETS

Got all of your strategy out of the way? Great! Let's make sure you plan for everything you need.

Keep in mind that depending on your lead generation campaign, your target's pain points, and the offer you're creating for them, you may not need all of the below. Many are also dependent on how many channels you plan to use, like email, advertising, in-person events, etc.

Common Campaign Assets

The offer itself: a downloadable eBook, webinar slides + script, a slide deck, etc.

- ✓ Copywriting
- ✓ Design

A **pre- and/or mid-campaign email sequence** – we recommend 3-4 at minimum, depending on the length of your campaign.

- ✓ Subject
- ✓ Copywriting
- ✓ Design
- ✓ What link do the emails drive to?

Website updates to link to your landing page, like a new header image, special sidebar elements, pop-ups, etc.

- ✓ Copywriting
- ✓ Design
- ✓ Development
- ✓ What link do the updates drive to?

Social ads – we recommend 2-3 copy versions for testing.

- ✓ Copywriting
- ✓ Design
 - Facebook: 1200x628
 - Twitter: 1200x675
 - LinkedIn: 1200x630
- ✓ Advertising budget
- ✓ What link do the ads drive to?

A unique **landing page**, the cornerstone of your campaign. Most, if not all of your assets will link back to this page.

- ✓ Copywriting
- ✓ Design
- ✓ Development

A **post-campaign email sequence** – we recommend 3-4 at minimum.

- ✓ Subject
- ✓ Copywriting
- ✓ Design
- ✓ What link do the emails drive to? If you have more content, like blogs or infographics, leverage those here.

Blogs or press releases; these can be published before, during, or after the campaign, depending on its content.

- ✓ Copywriting
- ✓ Design
- ✓ What link do the blogs or press releases drive to?

Social posts – you'll want to update your networks at least twice a week during your campaign.

- ✓ Copywriting
 - Facebook
- ✓ Design



STEP TWO: CREATE YOUR CAMPAIGN ASSETS

Display ads – we recommend 2-3 copy versions for testing.

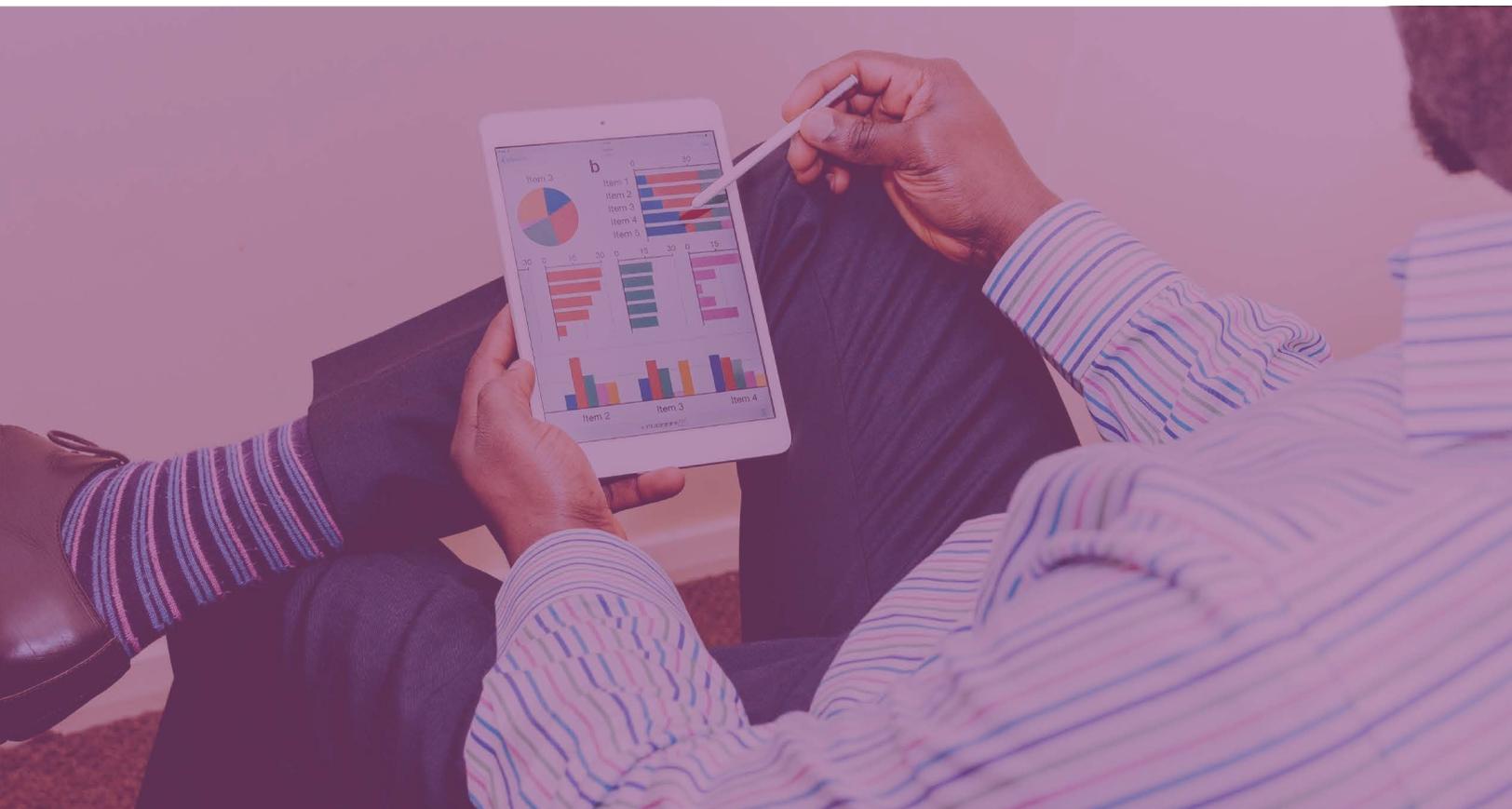
- ✓ Copywriting
- ✓ Design
 - 728x90 – 320x50
 - 160x600 – 300x250
 - 970x250
- ✓ Advertising budget
- ✓ What link do the ads drive to?

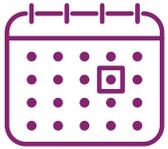
Physical collateral like brochures, flyers, or business cards with a specific URL, if you'll be attending an event.

- ✓ Copywriting
- ✓ Design
- ✓ What link goes on the collateral?

We recommend you begin with writing and designing your offer first, and once you have a good feel for its contents, move on to the landing page. All of the other assets hinge on the look and feel of the offer and its landing page, and you won't want to be making changes to all of them on the fly.

You'll want to plan for at least one month of lead time, but how many assets you'll end up creating will inform the total amount you'll need.





STEP THREE: CREATE YOUR CAMPAIGN SCHEDULE

While everything is in progress, take advantage of the downtime to start blocking out when everything will go live.

Before Your Campaign...

- ✓ Publish any [pre-campaign blogs](#) or [press releases](#) before your campaign begins; if you have multiple pieces, once a week works well
- ✓ Send any [pre-campaign emails](#) once a week, leading up to the campaign's beginning, to warm your list

On Your Launch Day...

- ✓ Move your [landing page](#) live and test that your links work
- ✓ Implement [website updates](#) and test that they function
- ✓ Begin publishing [social posts](#)
- ✓ Begin [display & social advertising](#)
- ✓ Publish any [announcement blogs](#) or [press releases](#)

During Your Campaign...

- ✓ Send [mid-campaign emails](#) once a week
- ✓ Continue publishing [social posts](#)
- ✓ Continue running [display & social advertising](#)
- ✓ Publish any [mid-campaign blogs](#) or [press releases](#)
- ✓ Distribute [physical collateral](#) during the relevant event, if applicable

After Your Campaign...

- ✓ Send [post-campaign emails](#) once a week
- ✓ Publish any [post-campaign blogs](#) or [press releases](#)



STEP FOUR: TRACK YOUR LEAD GENERATION CAMPAIGN DATA

Lead generation campaigns have a lot of moving pieces, but you'll want to stay on top of it all. All of this activity will give your marketing team a lot of valuable data, and you'll be able to use it to make future campaigns even better.

Common Variables to Track

- ✓ Landing page [views](#)
- ✓ [Conversion rate](#) (how many lead submissions you received, divided by the total pageviews)
- ✓ [Abandonment rate](#) (how many pageviews didn't yield a lead, divided by the total pageviews)
- ✓ Email [open rates](#), [click rates](#), and [unsubscribes](#), per email
- ✓ Advertising [click rates](#), [cost per click](#), and [cost per mille](#), per network & ad
- ✓ [Pageviews](#) and [clicks](#) on website updates, blogs, and press releases

Track Links & Source Leads

You'll also want to add tracking information to every link to your landing page, so Google Analytics will show you how many referrals each marketing channel yielded – and how many leads were generated from each.

Once your tracking links are created, you'll be able to see just how many pageviews resulted from one employee's personal LinkedIn update compared to another employee's. Without this tracking data, Analytics will just show a lump sum of LinkedIn traffic.

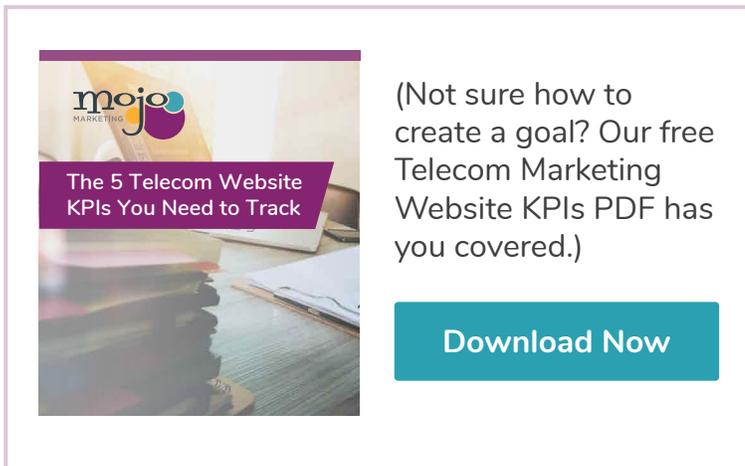
Here's how to track a link:

- 1 Start with the [URL](#) of your content. (e.g., <http://www.gimmemojo.com/campaign/>)
- 2 Indicate the [campaign title](#) by adding this formatting – `?utm_campaign=eBook` – to the end (e.g., http://www.gimmemojo.com/campaign/?utm_campaign=eBook).
- 3 Indicate the [referral source](#) by adding this formatting – `&utm_source=MailChimp` – to the end (e.g., http://www.gimmemojo.com/campaign/?utm_campaign=eBook&utm_source=MailChimp).
- 4 Indicate the [medium](#) (how it was sent; e.g., Facebook organic posts and Facebook ads are different) by adding this formatting – `&utm_medium=email` – to the end (e.g., http://www.gimmemojo.com/campaign/?utm_campaign=eBook&utm_source=MailChimp&utm_medium=email).
- 5 Indicate the [content](#), especially if you are distributing your landing page link multiple times, from the same source and medium. Add this formatting – `&utm_content=blast_one` – to the end (e.g., http://www.gimmemojo.com/campaign/?utm_campaign=eBook&utm_source=MailChimp&utm_medium=email&utm_content=blast_one).

It may be tedious, but we recommend that you [repeat the above process for every single instance](#) that your landing page is shared.

Drill Down to the Lead Source Data

The final step is to set up your lead generation form's thank you page as a goal in Google Analytics. Ideally, the form's thank you page is only accessible upon submitting that form.



(Not sure how to create a goal? Our free Telecom Marketing Website KPIs PDF has you covered.)

[Download Now](#)

WANT HELP WITH YOUR LEAD GENERATION CAMPAIGN?

Whether you're promoting a webinar or driving downloads of your eBooks, we're here for you. At Mojo Marketing, we specialize in generating leads for cloud, IT, and telecom businesses.

Contact us today to learn more about how we can supercharge your lead generation campaign and give you something to show off to your CEO.

Once this is completed, you'll then be able to see how many leads resulted from each of your different assets and channels.

Most importantly, this allows you to make smart decisions for your next campaign. For example, blogs and press releases contributed landing page traffic but no leads, you may want to scrap them and prioritize assets that did yield results.

