

LEAD GENERATION SELF-ASSESSMENT

How many of these key elements do you have in place today?

- We have a strategic lead generation program that generates ongoing leads from our target market.
- The top of the marketing and sales funnel is always full.
- We have specific sales support campaigns for lead generation.
- We utilize email marketing for lead capture and lead nurture.
- We have an effective website that we use for lead generation.
- Our website and landing pages contain forms for lead capture.
- We utilize trade shows for lead generation.
- We utilize social media such as FB, Twitter, and LinkedIn for lead generation.
- We utilize SEO and/or SEM for our online properties. We utilize PPC to drive leads.
- We utilize offline mediums such as direct mail and print ads for lead generation.
- We can track our leads by lead generation marketing campaign and source.
- We are able to compute the effectiveness and ROI of each lead generation marketing campaign or channel.

Please use this Assessment Tool as your own to-do list. Once you've assessed all 4 areas, feel free to email your results to us – we're glad to provide an assessment and some immediate action steps for how to make improvements now.

For questions: jedwards@communica.world



CONTENT SELF-ASSESSMENT

How many of these key elements do you have in place today?

- We have conducted a comprehensive assessment of existing content.
- Our current content is appropriate for the self-directed buyer.
- Much of our content is benefit-oriented, focused on the needs of the end-user rather than promotional or feature-based content focused on the company or products.
- We have an internal marketing resource dedicated to driving our content strategy.
- We have whitepapers, articles and e-books that are appropriate and ready to utilize.
- We have content that is targeted for specific vertical market segments.
- We have content that is targeted for a specific type of buyer within a particular vertical market segment.
- We have mapped out the buying process for each of our buyer types.
- We have appropriate content for each step in the marketing & sales funnel.
- We know what content is appropriate for each type of buyer at each point in the marketing & sales funnel (TOFU, MOFU, BOFU).

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LEAD NURTURE SELF-ASSESSMENT

How many of these key elements do you have in place today?

- We have a well-defined lead nurture process.
- We are able to nurture leads through the MOFU and get to the BOFU quickly.
- We have a specific lead nurture process developed for each of our buyer types.
- We have mapped specific content to each part of the sales funnel for each buyer type across all the vertical markets we serve.
- We have a clearly-defined process for handling info requests and forms completed by a prospect.
- Our sales team systematically and effectively nurtures leads over time.
- Marketing & Sales have a clearly defined and agreed-upon definition of a lead.
- We are able to keep track of each lead in terms of their behavior, their requests, where they originated online, and whether they have opted-in to our communications.
- We know when a lead is getting toward the middle and bottom of the sales funnel.
- Our sales team never wastes time on under-qualified leads.

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LISTS AND DATA SELF-ASSESSMENT

How many of these key elements do you have in place today?

- We have a comprehensive list of targeted companies by SIC or NAICS.
- We have a comprehensive list of current prospects/leads.
- We are able to sort leads by various dimensions such as market segment, region, salesperson, lead status, lead source, marketing campaign.
- We have a comprehensive list of current customers.
- We have access to customer data including transactional data, behavioral data, and customer marketing campaigns.
- We are able to perform data analysis to reveal best customer and ROI analysis.
- All lists and/or databases reside in a CRM system for marketing & sales efficiency.
- All target market, prospect/lead and customer records include fields for email address and mobile number.
- Email address and mobile number fields are populated.
- All online prospects/leads are permission-based only (no scrapes or assumptions).
- We have a systematic process for data collection from all online and offline lead generation sources.

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