

LEAD GENERATION IN 8 SIMPLE STEPS

Lead generation: A step-by- step guide



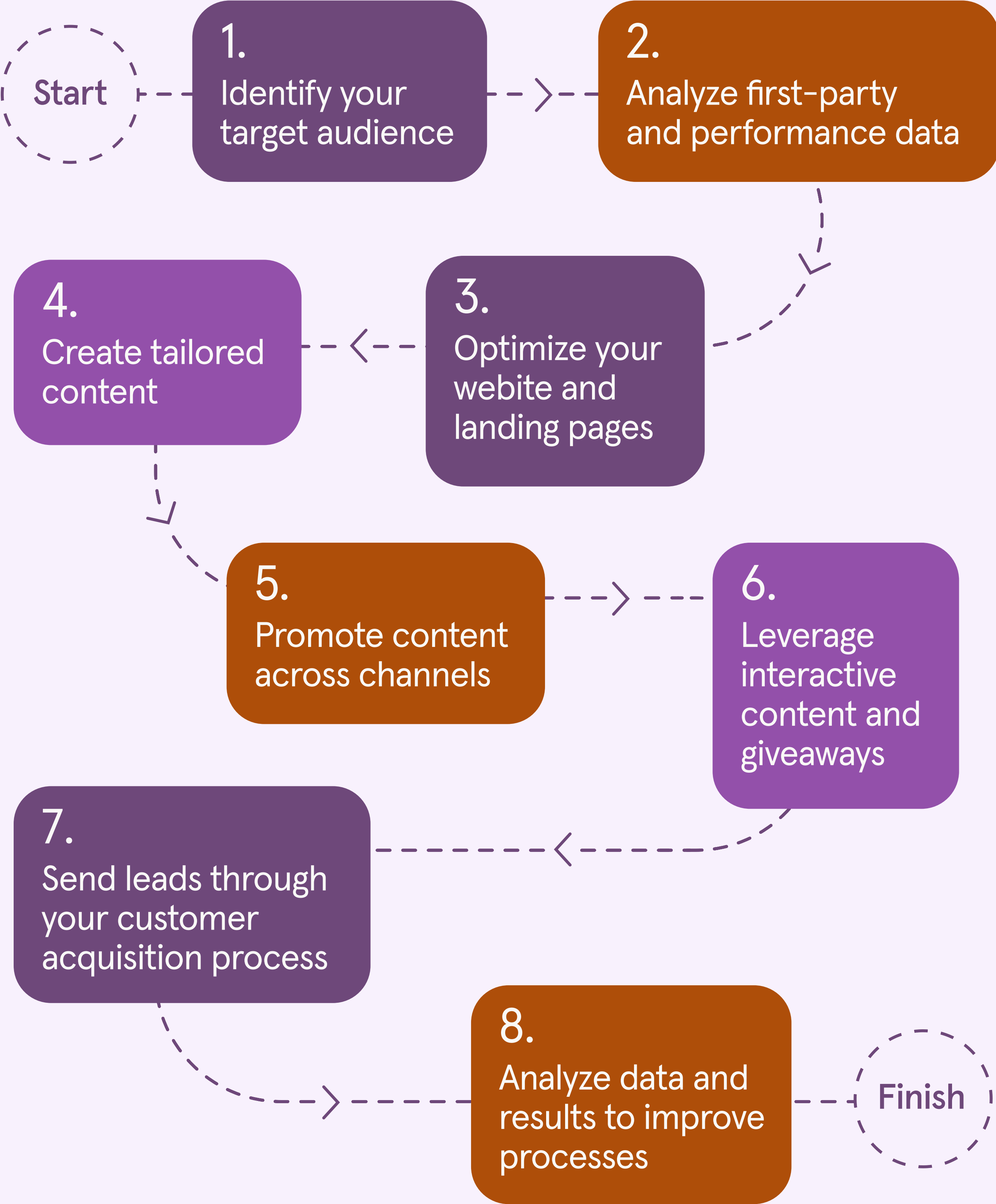
What is lead generation?

Lead generation—aka lead gen—involves attracting prospects and converting them into loyal customers by nurturing them over time.

Before your customers became customers, they were leads. You created content—like blogs, social media posts, and sales pages—to build brand awareness and slowly nurture those leads. Eventually, they became customers.

That's lead gen.

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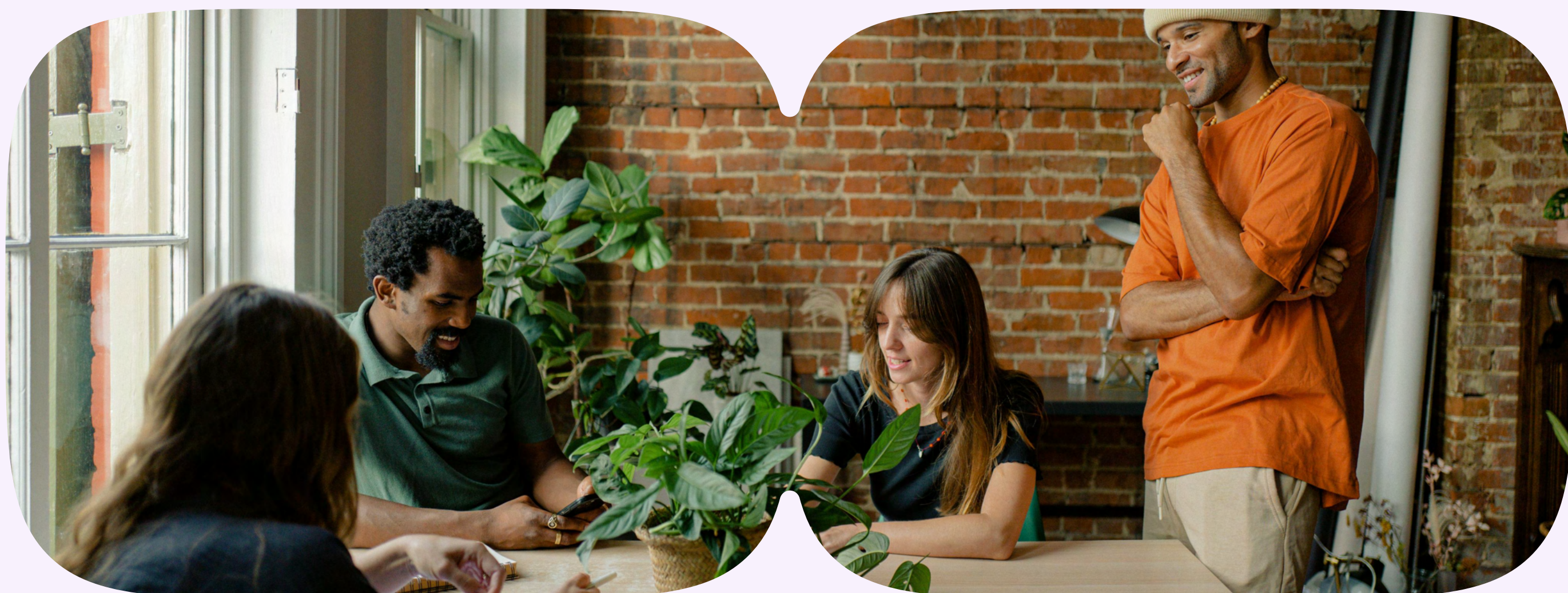
8 steps to bring in more leads

1. Identify your target audience

Ideal customer profiles (ICP) built around data help you understand customers and tailor messaging to bring in more qualified leads.

2. Analyze performance data

Track first-party data—like behavioral data—on your site. Identify gaps and double-down on what's working. Commit to consistent improvements.



3. Optimize your website and landing pages

Optimize for mobile, and include strategic CTAs and keywords. Capture attention with compelling copy and design, and don't forget to A/B test.



4. Create tailored content

Personalize content for every stage of the buyer journey—blogs, emails, lead gen landing pages—to build trust and nurture leads. Drive traffic with SEO-optimized content.

5. Promote content across channels

Segment leads to provide highly tailored content. Indeed suggests promoting it where your leads are, like social media or search engines (after optimizing for SEO).

6. Use interactive content

Get creative with content—like interactive product quizzes—to encourage your leads to share contact details, so you can convert them into eventual customers.

7. Send leads to customer acquisition

Lead gen is the first step in customer acquisition. Capture lead data with free trials or tools and nurture them through your customer acquisition process.

8. Analyze results to improve

Analyze results and brainstorm how you can iterate and improve. What performed well? Where did you fall short? Use tests and data to inform your lead gen process.



Better forms. Better leads.

Want to bring in higher quality leads?
Collect data using forms that automate lead qualification, scoring, and follow-ups.

GET MORE LEAD DATA

120%
increase

Forms with images or video see a **120.62% increase in completion rates**. More completions, more data.

* Research from our [Data on Data Report](#)

PERSONALIZE EXPERIENCES

71%
expect personalized experiences

Get a complete picture of your customers by enriching form data. Then, use the enriched data to deliver personalized experiences.

* Research from McKinsey's [Next in Personalization Report](#)

AUTOMATE & CONVERT

“We’ll get back to you shortly”

Automate scoring and follow-up so you know which leads to prioritize and increase your chances of conversion by following up quickly.

Typeform for Growth

Gathering data is a vital part
of the lead gen process.

IT HELPS YOU

- ✓ Uncover hidden insights
- ✓ Personalize experiences
- ✓ And guide your nurturing efforts

Get data—straight from your customers
—with Typeform for Growth, and use it to qualify,
score, and follow up with your hottest leads.

Try Typeform for Growth

What's
your email?

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hot lead

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