Digital RESOURCE
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BEST PRACTICES: FOLLOWING UP WITH LEADS

Score! You have a new lead. Use these 8 best practices to increase the chances of it converting!

01 | RESPOND PROMPTLY

Time is of the essence when it comes to lead follow-up. The faster you respond to a lead, the more likely they are to convert. Aim to reach out within 5-10 minutes of receiving a lead.

02 | PERSONALIZE YOUR APPROACH

People are more likely to respond positively to a personalized message. Use the lead's name and any other information you have about them to tailor your message.

03 | USE A MULTI-CHANNEL APPROACH

Don't rely solely on one channel of communication. Use a combination of email, phone calls, and text messages to follow up with your leads.

04 | PERSISTENCE PAYS OFF

Following up once is often not enough. Be persistent but not pushy. Try following up at least 5-7 times before giving up on a lead.

05 | PROVIDE VALUE

Your follow-up should provide value to the lead. This could be in the form of helpful information, an offer, or a solution to a problem they're facing.

06 | HAVE A CLEAR CALL-TO-ACTION

Make sure your follow-up message includes a clear call-to-action that tells the lead what you want them to do next.

07 | KEEP TRACK OF YOUR FOLLOW-UPS

Use a CRM or other system to keep track of your follow-up efforts. This will help you stay organized and ensure that no leads fall through the cracks.

08 | MEASURE YOUR RESULTS

Finally, be sure to track your results. Monitor your response rates and conversion rates to see what's working and what's not, and adjust your approach accordingly.

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