

OMNITIDE



READY FOR LEAD GENERATION? START HERE FIRST

Don't Launch Ads or Lead Gen
Campaigns Without These Key Steps

Download this guide to ensure you're fully prepared for your
lead generation journey and start seeing results from day one!

INTRODUCTION

Before diving into the world of lead generation and launching your first ad campaign, it's crucial to ensure that you're fully prepared. This guide will walk you through the essential steps to take before hitting that "launch" button, ensuring you maximize your success from the get-go.



O1 DEFINE YOUR GOALS

Why it's important:

Clear, specific goals will guide your entire campaign, keeping you focused and on track.

Steps to take:

- Identify what you want to achieve with your lead generation campaign (e.g., increase newsletter sign-ups, book more consultations, etc.).
- Decide if you want quantity or quality. Do you want a high number of leads, or perhaps a lower number but more qualified leads?

O2 UNDERSTAND YOUR TARGET AUDIENCE

Why it's important:

Knowing who you're targeting helps you tailor your messaging and approach to resonate with your audience. This step is crucial for generating more leads. The better you understand your audience's pain points and what makes them "tick," the more successful your campaign will be.

Steps to take:

- Create detailed buyer personas that include demographics, interests, pain points, desired outcomes, and online behaviour.
- Conduct market research to understand your audience's needs and preferences.

03 HAVE A GREAT AND COMPELLING OFFER

Why it's important:

A strong offer is essential for attracting your audience's attention and encouraging them to take action. When using social ads (or most lead gen strategies), you are competing for attention. Unless you have an offer that is worth getting people to "stop scrolling," your campaign will not get the attention it deserves. Take time to craft an irresistible offer, as this is key to the success of your campaign.

Steps to take:

- Develop an offer that provides clear and immediate value to your audience.
- Ensure your offer aligns with your audience's needs and pain points.
- Make your offer irresistible with bonuses, discounts, or limited-time availability.

04 DEVELOP COMPELLING COPY

Why it's important:

Strong messaging captures attention and drives engagement, convincing potential leads to take action. Copywriting is one of the most underrated skills in marketing. GREAT copy converts. BAD copy does NOT. If you're not an expert in the art and science of great copywriting, it's worth getting help from a pro to ensure your message cuts through and highlights the immense value you are providing.

Steps to take:

- Identify your value proposition and core message.
- Craft headlines and ad copy that highlight the benefits of your offering.

05 CREATE AN EFFECTIVE FUNNEL

Why it's important:

My rule is simple: no funnel, no ads; no funnel, no lead gen strategy. A well-designed funnel is essential for any lead gen strategy as it guides your leads through the journey from awareness to conversion. It saves you time and effort and, ultimately, results in more revenue.

Steps to take:

- Map out the stages of your funnel from initial contact to final conversion.
- Design landing pages that capture attention and encourage action.
- Implement email nurture sequences to engage and build relationships with leads.
- Integrate CRM tools to track and manage your leads effectively.

06 OPTIMISE YOUR WEBSITE AND LANDING PAGE

Why it's important:

Your website and landing pages are where conversions happen; they need to be user-friendly and optimised for action. Every detail matters. You should consistently test different aspects of your landing pages to see what increases conversions. Additionally, monitoring user behaviour can help you achieve a higher ROI.

Steps to take:

- Ensure your page is mobile-friendly and loads quickly.
- Create dedicated landing pages with clear calls to action (CTAs).
- Use A/B testing to determine the most effective design and copy.

07 GATHER EVIDENCE

Why it's important:

This step is about gathering social proof and testimonials to build trust and credibility, making it easier to convert leads into customers. These assets will be used in your ads and throughout your funnel. Don't skip this step; showing the results you can deliver is crucial.

Steps to take:

- Collect testimonials, case studies, and reviews from satisfied customers.
- Gather data and metrics that showcase the success of your product or service.
- Create various formats of social proof: written testimonials, video testimonials, and infographics highlighting key numbers and success stories.

08 SET UP TRACKING AND ANALYTICS

Why it's important:

Marketing is all about monitoring, measuring, and improving. Tracking and analytics provide insights into your campaign's performance and help you make data-driven decisions. They also help you get more out of your campaigns.

Steps to take:

- Install tracking pixels (e.g., Facebook Pixel, Google Analytics) on your website.
- Define key performance indicators (KPIs) to measure success.
- Create a spreadsheet or dashboard to monitor your data regularly.

09 PREPARE YOUR AD CREATIVE

Why it's important:

Now that you have prepared most aspects of your campaigns, it's time to create eye-catching visuals and engaging content. Great content is crucial for capturing attention in a crowded marketplace.

Steps to take:

- Design high-quality images or videos that align with your brand.
- Write compelling ad copy that encourages clicks and conversions.
- Ensure your ad creative adheres to platform guidelines (e.g., Facebook's text-to-image ratio).

10 TEST AND REFINE

Why it's important:

Continuously testing and gathering feedback from every part of your funnel is crucial. Ask clients, colleagues, employees, and suppliers for their honest opinions and thoughts on different parts of your process. This part, done well, will bring you the big bucks. Testing allows you to identify what works and what doesn't, so you can optimise your campaigns for better results.

Steps to take:

- Conduct A/B tests on different elements of your ads (e.g., headlines, images, CTAs).
- Analyse the results and make data-driven adjustments.
- Continuously seek feedback from your entourage.



CONCLUSION

Launching a successful lead generation campaign requires careful planning and preparation. By following these steps, you'll be well on your way to generating high-quality leads and achieving your business goals.

Need help with any of these steps or want to discuss your strategy further?
Book a free strategy session with us today!

BOOK YOUR FREE STRATEGY SESSION



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