

THE COMPLETE

Checklist for Quality Lead Generation



HEADLEY
MEDIA

Checklist for Quality Lead Generation



Lead generation continues to be a top priority for B2B marketers, however generating quality leads that deliver ROI is becoming more and more challenging.

To get a healthy conversion rate from your lead generation activities, you need to trust the quality of the data you're receiving, and the lead generation providers you choose to work with.

It's more important than ever to have **complete visibility** of where, how and who your leads have come from, and to **gain more control over the processes and parameters of your campaigns**.

Quality Lead Generation Checklist

- We recommend using the following checklist of questions when evaluating your lead generation providers.
- Potential suppliers should be able to provide you with answers to every question, showcasing their transparency and reputation within an industry often clouded by smoke and mirrors.
- **Tick each box when you feel confident in the answer provided by each potential lead gen supplier.**

Data Transparency



☐ Does the lead generation supplier generate every lead via their own websites and channels? Can they provide evidence for this?

☐ Can they show you an end-to-end reader journey for how each lead has been generated? For example, the content they downloaded, the explicit consent they gave to hear from your business, and the data validation process they've gone through.

☐ Can they confirm they do not subcontract your marketing campaigns to unknown 3rd parties for fulfilment? Unfortunately, many lead generation suppliers do outsource their clients' campaigns in this way, so it's important to feel confident that you can trust your supplier's lead generation methods.

☐ Can the lead generation supplier offer a transparent and traceable digital footprint for a lead?

☐ Are they able to guarantee they comply with data protection regulations in all your target markets, and handle lead data securely?

☐ Do they care about your brand equity and reputation?

Market Knowledge & Expertise



- ☐ **Can the lead generation supplier reach the targeted audiences you need to access?**
For example, the specific industries, job titles, seniority levels etc.

- ☐ **Do they have an in-house team of lead generation experts who can recommend the most effective lead generation campaigns to run based on your objectives?**

- ☐ **Can they recommend enhancements to your lead generation campaigns to get the most out of your budget?** Such as adding profiling or qualifying questions or using intent data.

- ☐ **Can they recommend the best content to use within your campaigns based on their market knowledge?**

- ☐ **Can they deliver lead generation campaigns that resonate with your target audience, to guarantee content downloads have come from relevant prospects?**

- ☐ **Does the supplier have local expertise within the countries, regions or markets you need to reach?**

- ☐ **Can they work with you on campaign translations and other localized marketing strategies if required?**

Campaign Management



☐ **Does the lead generation supplier offer a measurable and predictable ROI?**

For example, a pre-agreed cost-per-lead (CPL).

☐ **Are you satisfied with the supplier's turnaround time?** For example, can they get your lead generation campaigns off the ground quickly if required?

☐ **Can the lead generation supplier optimize or adjust your live campaigns if required?**

☐ **Are you satisfied with how your lead generation campaigns will be managed?**

For example, will you work with a dedicated Account Manager who will guide you on every element of your campaign?

☐ **Are they able to share additional insights which allow them to effectively target your desired audiences across different territories?**

☐ **Will they provide you with actionable insights throughout the duration of your campaign?** For example, at Headley Media, we offer our clients mid-campaign and post-campaign analysis reports.



In our experience, you should only work with the lead generation specialists who can answer all the above questions to your satisfaction. These suppliers will be best placed to offer you the control and transparency you require from your lead generation campaigns.