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Double Your Leads Checklist

39 Proven Methods To Get Leads
For Your Digital Agency



HOW TO USE THIS TOOL

Read through the options below. Choose the top 3-5 lead gen strategies that fit your business model and agency.

Score impact 1-5: 1 is not at all, and 5 is a total gamechanger.

Score effort 1-5: 1 is very minimal effort, 5 is a quarter or more to implement

Lead Gen Strategy	Impact Score (1-5)	Effort Score (1-5)
1		
2		
3		
4		
5		



BUILD AUTHORITY

- Host a live webinar
- Create a new lead magnet
- Host a Q&A session on a popular topic in your niche
- Create and publish case studies
- Write a white paper
- Publish an e-book
- Host a podcast
- Be a guest on podcasts
- Guest present on a webinar with a complimentary business
- Start a YouTube channel
- Increase your social media presence
- Write guest posts on high-traffic sites where your niche hangs out



USE YOUR WEBSITE

- Write blog posts based on accurate keyword research for your niche
- Create a backlink web to support your content
- Invite content contributors to post on your blog
- Create a lead magnet to include on your blog posts
- Add a lead magnet to the footer on your website
- Use an exit-intent popup to capture leads before they leave your website
- Include a contact form on your website
- Use a chatbot
- Use an announcement bar to announce lead magnets and special events



USE CLIENT PROOF

- Implement a process to ask for client feedback and use it as social proof
- Ask for reviews on social media
- Ask for reviews on Google
- Create an affiliate program

PAID ADS

- Advertise using Facebook Ads
- LinkedIn Ads
- Instagram Ads
- Promotion on YouTube
- Google Ads



GET OUT OF YOUR OFFICE

- Attend live events
- Present at live events
- Join your local Chamber of Commerce
- List your business on local directories
- Serve on a non-profit board with industry leaders
- Volunteer your time
- Develop partnership opportunities with complementary businesses
- Engage in a relationship with your competitors to challenge each other and build businesses together
- Tell people what you do



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MAKE YOUR LEAD GEN EFFECTIVE

In order to make your lead gen efforts effective, you must know:

1. your market, dial in your niche
2. exactly how much money you should be spending on marketing & lead gen
3. whether or not to pay for ads
4. the framework you'll use to convert all these new leads to clients...

WE'RE HERE TO HELP

**BOOK A FREE AGENCY GROWTH
SESSION TO DIVE INTO LEAD GEN
AND MORE**