



Checklist 7: Turning Prospects Into Clients

Project
Name: _____

Date: _____

Yes No

One of the goals of any business is the ability to turn prospects and leads into paying customers. While increasing traffic to your website is instrumental in terms of increasing your brand awareness, it is not enough to convert prospects into paying clients. In order to increase the rate of conversion, it is important to There are myriad strategies that can be applied to aid in nurturing prospects into customers as highlighted in this checklist.

Stage 1 – Creating Buyer Personas

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Research your target audience | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Understand their pain points | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Identify their expectations and platforms they source information | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Determine why they need your products and what inspires this need | <input type="checkbox"/> | <input type="checkbox"/> |

Stage 2 - Developing Lead Generation Strategies

- | | | | |
|---|--|--------------------------|--------------------------|
| 5 | Leverage the power of influencer marketing | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--|--------------------------|--------------------------|

Notes



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|---|--|--------------------------|--------------------------|
| 6 | Create pay-per-click campaigns | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Consider guest blogging to increase awareness | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Optimize social media advertising | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Consider email marketing to increase prospects and sales | <input type="checkbox"/> | <input type="checkbox"/> |

Stage 3 – Converting Leads into Paying Customers

- | | | | |
|----|--|--------------------------|--------------------------|
| 10 | Request referrals from your customers | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Make the checkout and payment processes easy | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Improve your website for usability | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Offer incentives and discounts to prospects | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Respond faster to prospects | <input type="checkbox"/> | <input type="checkbox"/> |

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|----|---|--------------------------|--------------------------|
| 15 | Encourage customer reviews and testimonials to build trust with prospective clients | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Consider qualifying the lead first | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Send follow-up emails to visitors | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Consider using a CRM system to monitor your sales pipeline | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Develop dynamic remarketing to capture and convert cart abandoners | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Structure your team for speed | <input type="checkbox"/> | <input type="checkbox"/> |

Notes