the marketing centre
Supercharged Fractional Marketing

Lead Gen in 10

Quickfire exercises to improve every aspect of your lead generation

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Why lead generation needs a plan, not just effort

Every business owner wants more leads.

The trouble is that chasing them the wrong way means investing in tactics that do not pay off, or overspending on new leads when you should be converting the ones you already have.

These five short exercises sharpen every part of your lead generation.

Each one is quick to think through, and together they are a taste of how a fractional marketing team works.

Exercise 1: Define a good lead, and get sales and marketing to agree

Sales and marketing do not always see eye to eye, which is a real shame, because businesses with strong alignment generate 208 percent more revenue from their marketing than those without.

Sales blame marketing for poor-quality leads, marketing thinks it is handing over great prospects, and usually both are simply out of step.

The fix is to write down what a good lead actually is.

Ask yourself first: what industry are they in, how senior, how close to a decision, what problem are they solving, what size of business?

Then ask your sales and marketing leaders to do the same, separately, so you can see how differently they think.

Bring the three views together into one shared definition, agree a pre-qualification step to bridge any gap, and communicate the result so it becomes central to how both teams work.

Exercise 2: Work out how many leads you actually need

Lead generation feels vague until you put numbers to it. Start with the new business you want over the next year, then work out your average deal value from last year's sales, and divide one by the other to see how many new customers you need to win.

From there, work backwards through your own conversion rates.

If you know what share of contacts become qualified leads, and what share of leads become customers, you can turn a fuzzy wish for more leads into a concrete target: the number of leads, and the number of contacts, you genuinely need.

Measuring and improving the conversion of the leads you already have is far more cost-effective than pouring more into a leaky pipeline.

Exercise 3: Choose the tactics that fit your business

The right tactics depend on whether you need a large number of small sales or a small number of large ones. **A few that are worth weighing up:**

01

Cold email and calls

Still work when the list is well chosen and you open with something useful rather than a pitch.

02

LinkedIn and Sales Navigator

They help you build targeted lists and share useful content. LinkedIn rates it highly, though as the company selling it they would, so judge it on your own results.

03

Paid social and Google Ads

They reach a targeted audience, but getting the right people to click and convert is the hard part, and a specialist usually pays for themselves.

04

Events and webinars

They work best when you plan the follow-up as carefully as the content.

05

Old, stalled leads

Those already in your system are often easier to re-energise than brand-new ones.

06

Self-assessment tools

Gated content and referrals from happy customers all turn interest into named contacts, and referrals tend to close fastest.

07

Your own website

It matters most of all: make it easy to contact you, focus the copy on who you help, and guide visitors to a clear next step.

08

Direct mail

It is far less common now, which is exactly why it can stand out for the right audience.

You do not need all of these. Pick one or two that suit you and your customers.

Exercise 4: Map who does what across the funnel

Lead generation often breaks down because a step is missing or nobody owns it.

A simple matrix fixes that. Across the top, write the three jobs to be done: **attract contacts who could buy, develop those contacts into qualified leads, and sell to those leads**.

Then, for each stage, note who is responsible and what content they need, whether that is a properly built website, case studies and pricing, or the tools to manage it all.

Suddenly the gaps are obvious, and no opportunity slips through the cracks.

Exercise 5: Turn more of the leads you have into customers

It is tempting to focus on generating more and more leads, but the ones already in your pipeline are usually the biggest opportunity, because they have already shown interest.

Leads stall for a handful of reasons: teams cherry-pick the easy ones, sales and marketing are out of step, the messaging is out of date, the wrong channels are in use, or dead deals are never closed off and quietly inflate the pipeline.

To fix it, go through the last six months of opportunities and sort them by the stage they reached.

Ask why each one stopped, and look for patterns, because if several stall at the same point for the same reason, that is your priority.

Then act: create content that moves people to the next stage, make follow-up someone's clear responsibility, and automate the routine steps.

Plug those gaps and your business grows faster without needing more new leads at all.

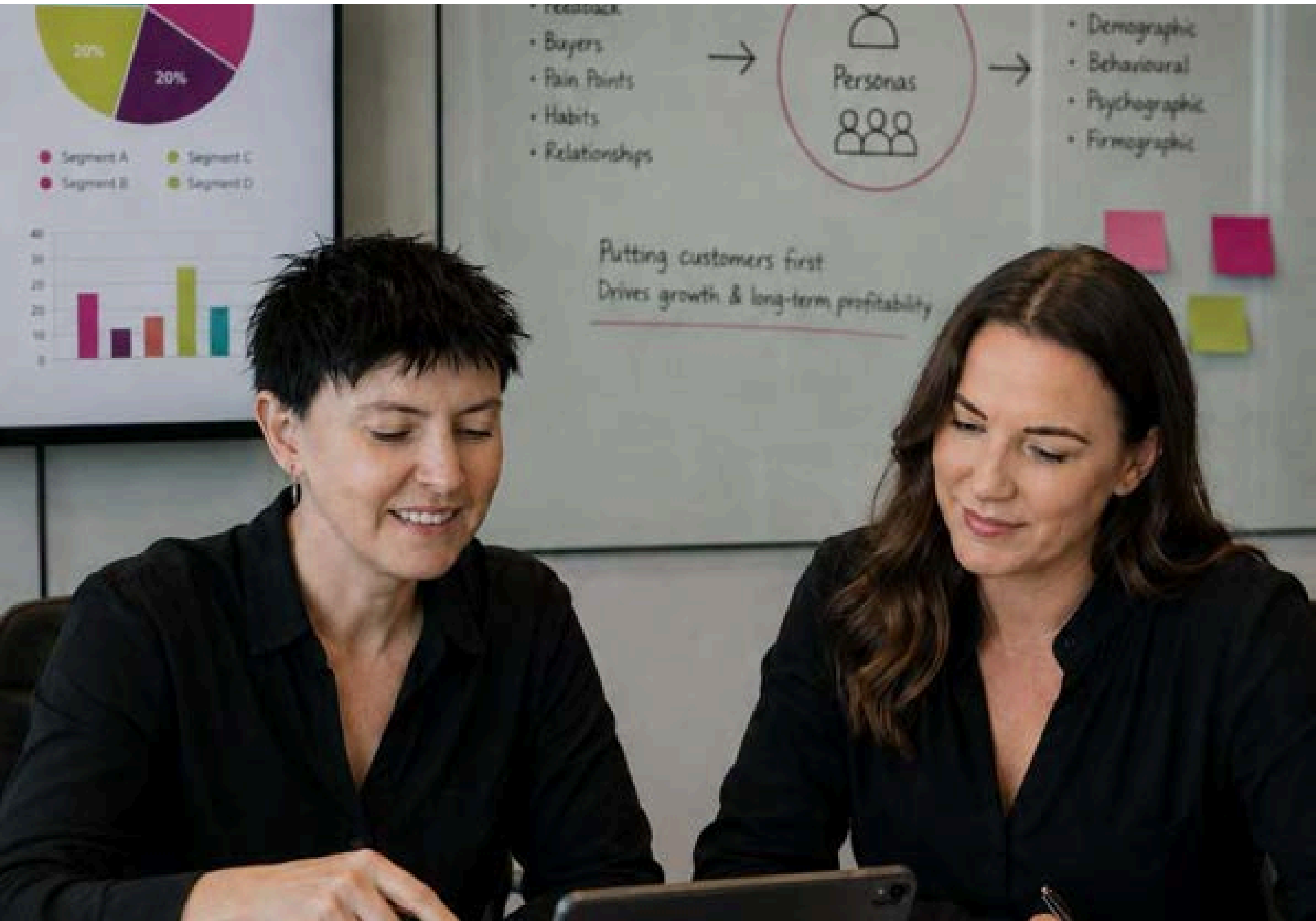
Where fractional marketing comes in

These five exercises take about ten minutes each to think through, and a good deal longer to do well, week in and week out, while you are also running the business.

That is the honest catch: the thinking is quick, the doing is relentless.

This is where fractional marketing comes in. The Marketing Centre gives businesses access to senior marketing expertise, fractional marketing directors, managers and digital experts, on a part-time basis, to turn these exercises into a steady flow of qualified leads.

A quick way to see where you stand today is our **Marketing 360 assessment.**



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