

# Optimize your Lead Generation Strategy

Utilize these exercises to drive impactful conversations around your lead generation strategy with helpful examples from our own business.



## DEFINING YOUR NORTH STAR METRIC

Your North Star metric is a clear indicator of business growth and can be tied to increases in product engagement and eventually revenue. To determine your north star metric, first identify proxy metrics that may be leading KPI indicators. For example: form completions, email responses, clicks on a certain string of CTA's, etc. Use data to determine what metric works for you.

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### Example

*For us at Salesforce, Our north star metric is when an opportunity has reached **stage 2**. This means a prospective customer has been qualified by our sales development org and then verified and accepted by a sales lead. At this step the Sales team will estimate the potential revenue value of the opportunity, allowing us to also begin to track an ROI.*



## BONUS TIP

North Star metrics are mutually agreed upon by ALL stakeholders. Leadership, product, campaigns, vendors, all need to align behind this north star metric for it to truly be successful. Who are the stakeholders in your organization?

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## NOT ALL LEADS ARE CREATED EQUAL

A common misconception is that a lead is a lead. In reality, not all leads are the same. Believe it or not there is no single list of assets you can create that will resonate with every audience. Try this exercise as a starting place to identify where your customers and prospects are spending most of their time, and which assets are driving the biggest return for your business.

Try this analysis using data from your previous quarter:

1. In column A list your lead sources from most expensive to least expensive
2. In column B list your lead sources from highest converting to lowest converting
3. Find where your sweet spot is!

A. Lead source	<i>(from most expensive to least expensive)</i>	B. Lead source	<i>(highest converting to lowest)</i>
	<i>Sweet Spot</i>		<i>Sweet Spot</i>



### BONUS TIP

If you stopped investing in the 10% lowest converting tactics and instead invested it in your highest performing assets, how would it affect your bottom line?

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## TEST, LEARN, ITERATE, SCALE.

Whether you're a 1 person team or a large enterprise, there's always going to be room for improving the efficiency of your operation. Prioritize tests like you prioritize spend, if you can only run 1 or 2, which are the ones that will have the biggest potential impact? Try this exercise with your team and allocate 4 weeks per test to see if there has been a major impact in your bottom line. Again, these are not meant to be major overhauls, small, incremental changes can make a big difference in this game.

### Try this:

Write down 4 small scale changes you can do right now and create a plan to do them. Allocate 2-4 weeks in between tests. Don't run multiple tests at once for most accurate data responses.

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### Example

*We ran a simple test changing the layout of the 6-8 fields in our form from 1 column to 2, shortening the vertical length of the form. This increased form submission on desktop computers by 10%. Applied to all paid forms, the 'scale' portion of this process now makes a meaningful impact on the entire operation.*