

Lead Capture Strategy Plan

1. Objectives

- Describe key business goals for lead generation.
- Define target audience and desired lead volume.

2. Lead Capture Channels

Online

- Landing Pages
- Website Forms
- Pop-ups
- Live Chat

Offline

- Events & Trade Shows
- Printed Collateral
- Phone Inquiries

3. Lead Magnets

- E-books / Whitepapers
- Webinars
- Free Trials
- Discount Codes
- Newsletters

4. Lead Capture Workflow

1. User sees offer or landing page
2. User submits details via form
3. Data flows to CRM or Email Tool
4. Thank you / confirmation page or message

5. Data Fields to Capture

Field	Required?	Notes
Name	Yes	Full or First Name
Email	Yes	Primary contact
Phone	No	Optional depending on campaign
Company	No	If B2B
Other	No	Custom field

6. Lead Nurturing & Follow-Up

- Email sequences (drip campaigns)
- Personalized follow-up
- Lead scoring and segmentation

7. Metrics & KPIs

- Conversion Rate

- Number of Leads Captured
- Cost per Lead
- Lead Quality Score

8. Next Steps & Timeline

- Assign ownership for each action
- Set deadlines
- Begin implementation and testing