



# Your lead-gen cheat sheet



## Know your leads

Get to know the different types of marketing leads so you can effectively move them through the sales process.

Categorise them using the scale below and create actions for each.



## Be clear on who you're marketing to

Make sure you understand your target education contacts and their priorities. This will help you to create more targeted marketing content.

Discover who you can target [here](#).



## Demonstrate your brand credibility

Proofread all of your marketing materials and website content, check your brand voice is consistent across all of your comms, and make sure your products and services match what schools are looking for.



## Track and analyse your stats

Keep a close eye on your campaign engagement rates and your website traffic. This will help you to understand which platforms and channels work best for your business and help you to quantify each part of your process.



## Highlight the benefits of your products and services

Make it clear straight away how your products and services can support teachers and their pupils. Include testimonials from schools you've worked with and the key benefits of your offering e.g. 'proven to increase exam results'.



## Connect with teachers on the right platforms

Make sure you're marketing to teachers on the right platforms and channels. Consider running email and postal marketing campaigns, exhibiting at education shows like *the Bett Show*, and asking for referrals from schools you've worked with.



## Categorising your leads

### Cold leads

Education staff who are unfamiliar with what you do.

### Pre-qualified leads

Education staff who know what you do but haven't provided any contact information.

### Marketing qualified leads

Education staff who have provided their contact details e.g. by signing up to your mailing list or a free resource.

### Sales qualified leads

Education staff who have completed an enquiry form or contacted you to request a quote.

### Conversion

For a deeper dive into the 6 steps above, check out our [blog post](#) →