

EASTEND.

LEAD GEN GUIDE.

Use this guide to execute your paid advertising campaign to immediately generate leads.



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1. **CREATE AN OFFER**

Determine a specific offer of your campaign, that would help you generate leads.

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2. **IDENTIFY TARGET AUDIENCE**

Identify the demographics and interests of your target audience to ensure that your ads are reaching the right people.

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3. **KEYWORDS**

Research and select relevant keywords to use in your ad copy and targeting.

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4. **CREATE AD COPY**

Write compelling ad copy that communicates your value proposition and encourages clicks.

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5. **CREATE LANDING PAGE**

Create a landing page that captures incoming leads is optimized for conversions and aligns with the messaging of your ad.

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6. **AD FORMAT**

Choose the most effective ad format for your campaign, such as display ads or search ads.

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7. **BUDGET**

Determine a realistic budget for your campaign and allocate funds to maximize ROI.

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8. **BID STRATEGY**

Schedule your ads to run at times when your target audience is most likely to be online

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9. **AD SCHEDULING**

Identify the demographics and interests of your target audience to ensure that your ads are reaching the right people.

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10. **AD PLACEMENT**

Choose the most effective ad placement options, such as targeting specific websites or social media platforms.

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11. **AD FREQUENCY**

Determine how often your ads should be shown to avoid overexposure and ad fatigue

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12. **CALL TO ACTION**

Include a clear and compelling call-to-action in your ad copy to encourage clicks and conversions.

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13. **AD TESTING**

Test different ad variations to optimize performance and improve ROI.

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14. **AD TARGETING**

Use advanced targeting options, such as remarketing or lookalike audiences, to reach potential customers.

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15. TRACKING AND ANALYTICS

Set up tracking and analytics to monitor performance and make data-driven decisions.

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16. AD OPTIMIZATION

Continuously monitor and optimize your ads for maximum effectiveness.

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17. AD COMPLIANCE

Ensure that your ads comply with all advertising regulations and guidelines.

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18. COMPETITOR ANALYSIS

Conduct research on your competitors' ad campaigns to gain insights and improve your own performance.

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19. AD QUALITY SCORE

Identify the demographics and interests of your target audience to ensure that your ads are reaching the right people.

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20. CAMPAIGN EVALUATION.

Regularly evaluate the success of your campaign and adjust as needed to improve performance.

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LET'S BUILD YOUR LEAD GEN CAMPAIGN TOGETHER.

BOOK A COMPLIMENTARY STRATEGY CALL NOW!

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