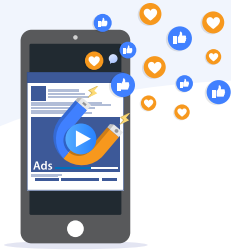


# LEAD GENERATION ROADMAP



## 1 INCREASE TRAFFIC TO YOUR WEBSITE

Collecting new leads begins by driving new traffic to your website or landing pages. This can happen through online ads, social media posting, organically, or through the Google Ad Grant. The Google Ad Grant offers one of the best ways to increase traffic to your pages.



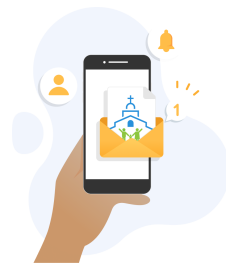
## 2 OFFER ENGAGING PAGES WITH RELEVANT CONTENT

The page people land on matters. It should be engaging, relevant to their search, and offer a clear call to take purposeful action. Missional Marketing provides the Real-Life landing pages and Get Connected landing pages to optimize every user experience.



## 3 COLLECT LEADS

People will offer their information in order to download topical tips and take helpful quizzes. Relevant downloads and quizzes make pages more engaging to users as well. Your church will not only gain a new lead but know what topic led them to engage with your site.



## 4 FOLLOW-UP

The Lead Generation System includes free automated follow-up. This means every time a person opts in to receive future communication, they'll receive a series of topic-specific emails and texts. These users can also receive automatic invites to Christmas and Easter services every year. *You never know when your church invite will hit at the right time.*



## 5 EXPERIENCE NEW CHURCH VISITORS

Personal invites will eventually turn into new church visitors. Some visitors may watch online for a while, but will eventually attend in person. Growing churches will prioritize identifying and connecting with church visitors.