

# 12 MONTHS LEAD GENERATION PLAN

GOAL: Number of New Leads in Next 12 Months \_\_\_\_\_

| Lead Generation Methods Budget | Leads Required |     |     |     |     |     |     |     |     |     |     |     | True Cost | No. of Leads | Numbers of New Customers | Cost/New Customer |  |
|--------------------------------|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----------|--------------|--------------------------|-------------------|--|
|                                | Jan            | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |           |              |                          |                   |  |
| 1. Banner Ads                  | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 2. BillBoard                   | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 3. Bus Bench                   | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 4. Business Cards              | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 5. Business Sign               | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 6. Direct Mail                 | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 7. Door Hangers                | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 8. Emails                      | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 9. Flyer                       | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 10. Landing Page               | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 11. Leads Club                 | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 12. Letters                    | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 13. Newsletter                 | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 14. Online Ads                 | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 15. Open House                 | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 16. Paid Search                | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 17. Postcards                  | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 18. Print Ads                  | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 19. Radio Ad                   | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 20. Referrals                  | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 21. Satisfaction Survey        | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 22. Second Opinions            | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 23. Seminars                   | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 24. Social Media               | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 25. Trade Show                 | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 26. Truck Signs                | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 27. TV Ad                      | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |
| 28. Yard Sign                  | \$             |     |     |     |     |     |     |     |     |     |     |     |           |              |                          |                   |  |

Total Annual Budget \$ \_\_\_\_\_

TOTAL COST \$ \_\_\_\_\_

TOTAL NUMBER OF NEW CUSTOMERS \_\_\_\_\_