



Scale Smart Roadmap: Automate Your Lead Generation

If you want to scale your small business without burning out, automation is the key. This roadmap helps you implement a lead generation system that works while you sleep.

Step 1: Build a High-Converting Landing Page

- Use a clear headline and CTA.
- Include a valuable lead magnet (PDF, quiz, call, etc.).
- Use an embedded form to capture contact info.
- Connect the form to your CRM and tag new leads.

Step 2: Create an Irresistible Lead Magnet

- Solve a micro-problem in 5–10 minutes.
- Format it as a checklist, mini-guide, video, or quiz.
- Make it specific, relevant, and actionable.

Step 3: Automate the Follow-Up Sequence

- Send a welcome message within 30 seconds.
- Deliver your lead magnet via email.
- Use a 3-5 day nurture sequence with value-first content.
- Include a booking link or CTA in the final email.

Step 4: Score and Segment Your Leads

- Assign points to email opens, link clicks, and bookings.
- Segment leads by interest or readiness to buy.



- Set alerts for high-scoring leads.

Step 5: Analyze and Optimize

- Monitor email open/click rates.
- Track funnel conversions and landing page performance.
- A/B test subject lines and call-to-actions.

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