



## Checklist 8 - Pay Per Lead

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*Several different ways can generate leads, and one of them is by using the Pay Per Lead method. You just agree with an advertiser who advertises your site on different social media sites and gets you lead, and you pay him for each lead that you get. This way, you save yourself tons of money that you waste on the advertisement and pay only for the leads that you get. There are many steps that you have to take and keep in consideration for a successful pay per lead agreement:*

### **Make An Agreement About The Cost:**

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | First, agree with your advertiser about the cost of the advertisement.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Set an amount that you'll pay him for each lead.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | This cost will be based on each click that'll be made on your site's link and will get you a lead.                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Now make a final agreement for the cost per lead and pay accordingly. For example, you can pay 1 dollar for each lead on your site. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Make this agreement based on month and pay your advertiser according to the number of leads generated at the end of each month.     | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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### Provide Your Advertiser With A Link:

- 6 After finalizing the agreement on pay per lead with your advertiser, it's time to provide him with the link to your official site. ☐ ☐
- 7 Remember that this link will be posted everywhere by your advertiser, so make sure it's original and without mistake. ☐ ☐
- 8 The customers will tap on this link, get to your site and provide you with leads, so write it carefully. ☐ ☐
- 9 Ask your advertiser to send the link to your site via email to the audience and pay him for each lead that you get. ☐ ☐

### Mention Terms And Conditions:

- 10 It will be wise to mention additional terms and conditions in your agreement that you'll make with your advertiser. ☐ ☐
- 11 Include the right to terminate the contract whenever you want if you won't be getting any leads in a month. ☐ ☐

### Pay You Advertiser For Every Lead:

- 12 Now that your advertiser will be clear about the agreement and the cost ☐ ☐

Notes



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of every lead that he gets you, he'll start advertising your site's link that you've provided him.

- 13 It's time to pay your advertiser for all the hard work that he's doing. Pay him according to the agreement every month.

☐ ☐

#### Paying According To Agreement:

- 14 If you are getting a 100 leads per week, you'll have to pay for only those now because you had an agreement with your advertiser.

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- 15 The pay per lead cost will remain according to the agreement.

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- 16 Review your number of leads at the end of each month on your own to make a clear payment.

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Notes