

MD's Checklist: Common SME Lead Generation Challenges

For every Managing Director or SME leader — if these points sound familiar, it's time to rethink your marketing model.

1. Unclear ROI from Agencies

- Can your current agency show you clear ROI by channel, campaign, and spend?
 - Do you receive transparent reports showing which activities generate pipeline or revenue?
 - Are decisions being made on evidence — or gut feel?
 - Do your marketing reports connect directly to sales outcomes?
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2. Poor Lead Quality

- Are you getting enquiries that actually match your target customers?
 - Do your sales team regularly reject irrelevant or cold leads?
 - Is there a process for scoring and nurturing leads before handover to sales?
 - Have you reviewed your landing pages and CTAs to ensure they attract the right intent?
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3. Fragmented Data and Tracking

- Are your traffic sources correctly tagged with UTM parameters?
 - Is form data automatically integrated with your CRM or analytics platform?
 - Do you know your MQL-to-SQL conversion rate?
 - Are marketing and sales looking at the same dashboards — or different versions of the truth?
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4. Slow Execution and High Overheads

- How quickly can your current agency or team respond to change?
 - Are projects delayed because of approval layers, retainers, or capacity limits?
 - Are you paying for senior people but getting junior execution?
 - Could a leaner, agile model deliver the same output faster — and for less?
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5. The Shift: From Agency Dependency to Data-Driven Control

- Does your team have real-time visibility of performance?
- Is accountability shared across marketing and sales?
- Do you have the freedom to scale spend up or down instantly?
- Have you explored the **Fractional CMO + Intern** model — combining senior leadership with low-cost execution and AI-enabled efficiency?

