

# LEAD MANAGEMENT MAP TEMPLATE

Mapping out each activity in your lead's path to purchase will help you visualize the complexities and details of your overall lead management strategy.

Using either a printed version or online editor, map out your company's lead management process using the template below.

*For additional help, watch the HubSpot Academy video [Mapping Out Your Lead Management Process](#).*



# Step #1

Add all of your company's lead management activities to the appropriate sections.

	Awareness	Consideration	Decision
Marketing Activities			
Sales Activities			

## Step #1 - EXAMPLE

Here is an example of what this step may look like.



## Step #2

In the table below, organize your activities listed in the previous step, in order of a lead's progression through their buyer's journey, from left to right.

	Awareness	Consideration		Decision
Marketing Activities				
Sales Activities				

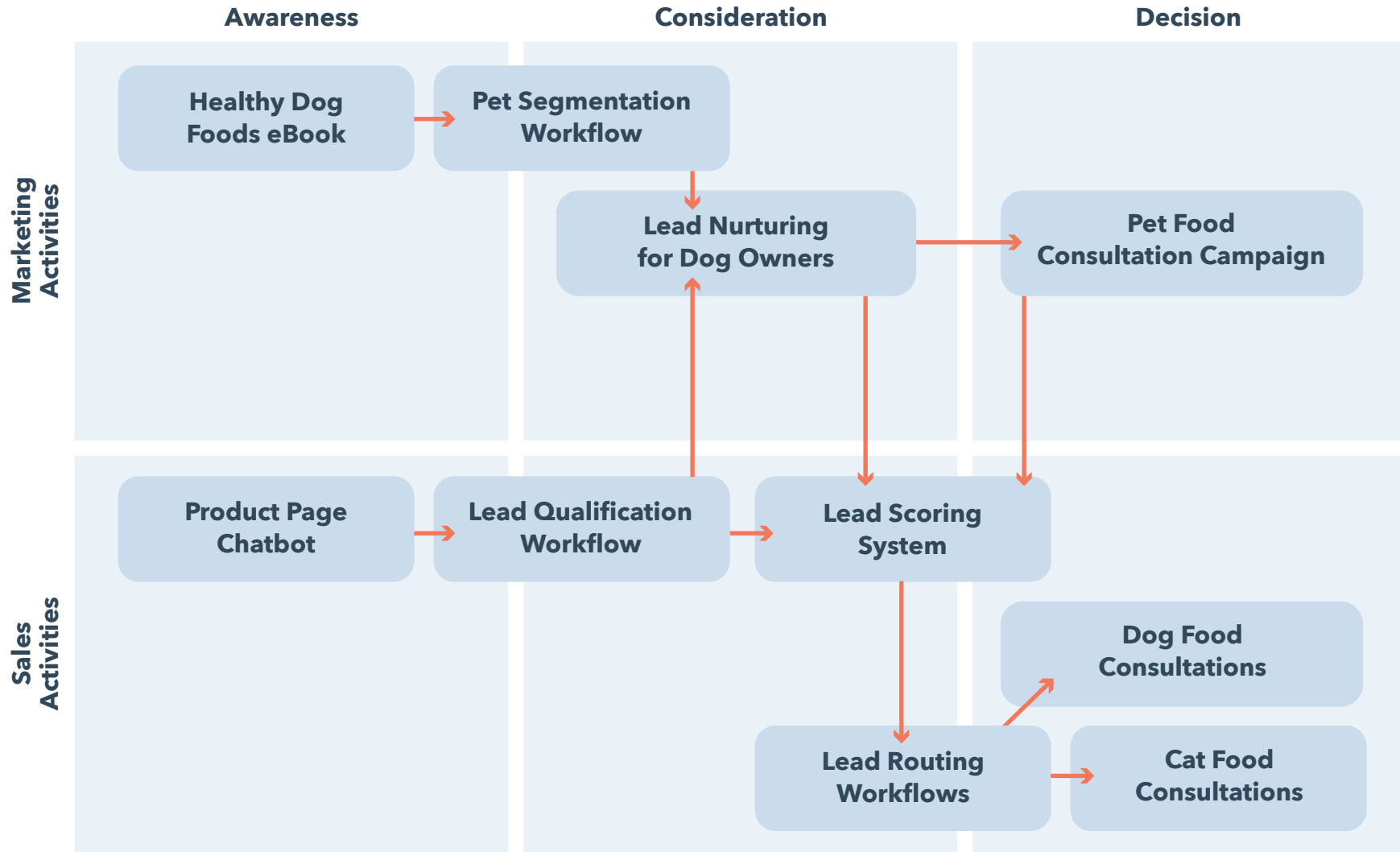
## Step #2 - EXAMPLE

Here is an example of what this step may look like.



## Step #3 - EXAMPLE

In the previous diagram, draw arrows to define which activity a lead can progress to next.  
Here is an example of what this step may look like.



## Step #4 - EXAMPLE

Using the diagram from Step 2, add lifecycle stages to clarify what stage each lead is in as they transition from one activity to the next.

Here is an example of what this step may look like.

