



LESSON 8.

AUTOMATING LEAD GENERATION AND SALES: how to scale incoming traffic

Hello everyone! This is the final lesson of the module on automating an affiliate team.

You'll learn:

1. how to build a truly working flow of incoming leads and sales,
2. where the system collects leads by itself, responds quickly, assists your managers, and doesn't require constant manual control from you.

**All tools are as simple and practical as possible
— no “trendy assemblies.”**

How Automated Lead Generation Works

Modern lead generation starts with a lead capture point — most often this is a Google Form or a Tilda form on a landing page.

You place such a form on your website, newsletter, Telegram bot, or even in your social media profile header. As soon as someone leaves their contact info, their data automatically lands in a Google Sheet or CRM, so nothing gets lost.



No more downloading files or manual copying — **everything updates in real time.**

LEAD HANDLING AND INSTANT RESPONSE

Right after the form is submitted, the system sends an auto-reply to the lead.

This can be:

1. a simple thank-you email,
2. a PDF guide,
3. the first greeting in Telegram.

For Google Forms, just connect a free add-on or use a simple script — **set it once, and every client receives an auto-reply.**



Tilda has built-in auto-replies by default. Such a fast response is already part of the sale — **the client feels their request is acknowledged.**

LEAD DISTRIBUTION AMONG MANAGERS

Once leads arrive in Google Sheets or CRM, they're not just “visible” to all — each gets a dedicated responsible person.

For example, in Google Sheets, you add a “Manager” column and assign who handles each lead.

In CRMs like amoCRM or Bitrix24, lead distribution is automated: new requests go into a queue or are assigned to free agents in turns.

This removes confusion, lets everyone assess their workload, and speeds up responses.

Automating Nurturing and Reminders

Often leads don't reply to the first message or email.



Here you build automated funnels: mailing services (like UniSender or SendPulse) automatically send a series of emails:

1. starting with a simple reminder,
2. then a case study or review,
3. followed by a personal offer or limited promotion.

All texts and send times are pre-set.

As a result, clients don't "go cold" even if managers are busy, and managers see who has already received reminders avoiding message doubling.

Control and Analytics Without Extra Sheets

All statistics gather automatically. Google Sheets show how many leads came in a week, how many were processed, how many closed deals.

CRM calculates these metrics itself and shows where the funnel "stalls" — **whether requests aren't handled or people don't complete payment.**



This lets you see exactly where the problem lies and what to improve — no need to create manual reports each time, just open a summary.

HOW TO CONNECT EVERYTHING INTO ONE SYSTEM

Example sequence:

1. A Google Form (or Tilda form) is on the site for client requests.
 2. Data automatically flows to Google Sheets and CRM.
 3. Client immediately receives a thank-you email and a bonus.
 4. The system assigns the lead to managers.
 5. If no response, the client receives an automated email series.
 6. Each stage is logged; reports build automatically.
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Module Summary

This concludes the affiliate team automation module.
Over eight lessons you learned:



1. how to turn routine into a system by automating reports and analytics via Google Sheets,
2. how to quickly create creatives and content,
3. how to control tasks and store materials,
4. how to build a transparent management structure,
5. and most importantly — how to scale incoming lead flow with automated forms, auto-replies, and mailings.

Now you have a ready model to scale without wasting time **on daily control and data chaos.**

From now on, it's all about team growth and development, while automation keeps you from burning out in manual work.