

lead scoring 101

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1. establish & outline your buyer persona, buyer's journey, and buying process

Lead scoring is not as simple as assigning numbers to activities your leads take. It is much bigger than that. You need to fully understand and outline who your buyers are, what journey you want them to take to move them to closed won, and how your buying process is set up.

BUYER PERSONA PRO-TIP:

PERSONA	FOCUS	MESSAGING
User	<ul style="list-style-type: none">• Keep pace with industry• Become more visible	<ul style="list-style-type: none">• Ease of use• How helps solve pain points
Decision Maker	<ul style="list-style-type: none">• Enabling business• Managing cost• Final decision maker	<ul style="list-style-type: none">• Strategic business insights
Change Agent	<ul style="list-style-type: none">• What technology works• Is it compatible• Identifies partners	<ul style="list-style-type: none">• Educate about product• Partner ecosystem• Wins with similar companies
Procurement	<ul style="list-style-type: none">• Only in larger companies• Typically one person	<ul style="list-style-type: none">• Operational/technical
C-level	<ul style="list-style-type: none">• Influences decision	<ul style="list-style-type: none">• Business impact



BUYER'S JOURNEY PRO-TIP:

Map out your existing content and where it fits within your buyer's journey. This allows you to see gaps in your marketing efforts and content. "Buyers" could be industries or markets.

STAGES	BUYER A	BUYER B	BUYER C	BUYER D
Awareness	Blog	Podcast	Social post	
Qualify		E-book		
Evaluate			Case study	
Revenue	Customer Reference			

NOTE: SiriusDecisions offers great insight on buyer's journey development and implementation.

BUYING PROCESS PRO-TIP:

What to Establish:

- Where are my leads coming from? Inbound? Outbound? Combination of both?
- Who's responsible for working these leads and setting up meetings?
- Defining the different stages of a lead. i.e. what constitutes a meeting, an opportunity, etc.
- How is the sales hand-off happening? Who's responsible for what?
- What happens at every stage of the buying process from a new lead to a closed lost opportunity



2. develop & document your lead lifecycle.

Now that you know who your buyers are, what content and activities you'll be marketing to them with, and how they will progress through the buyer's journey, it's now time to develop and document your lead lifecycle.

A few things to consider...

Define what a lead is and at a high-level what type of engagement or qualification needs to occur to progress them through the funnel. **Example:**

MAL – marketing accepted leads = lead engages with marketing activities

MQL – marketing qualified leads = lead reaches hits or exceeds lead score to qualify

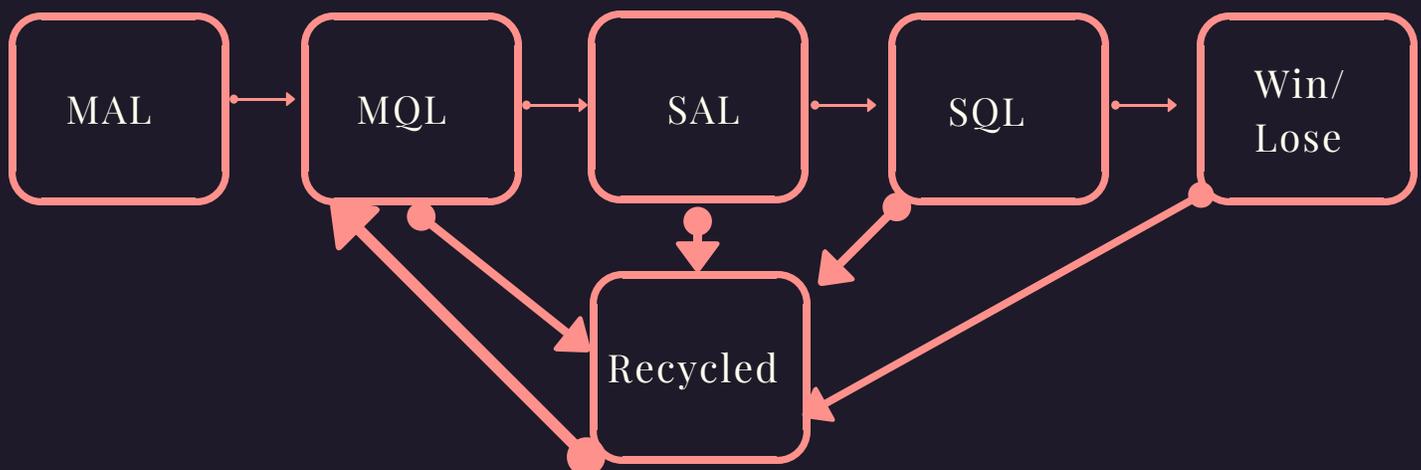
SAL – sales accepted leads = qualified by sales for meeting to be set

SQL – sales qualified leads = opportunity determined

Closed Won / Closed Lost = win or lose business

Recycled leads = closed lost revenue or opportunity that want to re-market to

Define the lead lifecycle flow. How do leads flow through the funnel and who is responsible for what. **Example:**





3. Make sure you have the right tools & people in place.

Having the right tools and people in place will ensure you are going to implement lead scoring effectively. Here are a few tools and roles to consider implementing.

Must Haves:

- CRM tool i.e. Salesforce, HubSpot, Infusionsoft
- Marketing automation tool i.e. Marketo, Eloqua, ExactTarget, Hubspot (combines CRM and marketing automation), Infusionsoft (combines CRM and marketing automation)
- Qualified sales reps with the ability to hunt for deals and work deals
- Reporting function. Most marketing automation and CRM tools offer pretty robust reporting, so you'll want to make sure you know how to report on the things that matter.

Nice to Have:

- Sales or account development reps dedicated to either inbound or outbound sales “hunting”
- Predictive analytics tool – can help determine most qualified leads based on attributes of your current customers to help prioritize and develop focus
- Automated nurture programs – email is a good first step, but can also incorporate multi-channel activities to stay top of mind with your leads, nurture through the buyer’s journey, and encourage re-engagement



4. Set and document your lead scores.

Now that you have the process, tools, and people set-up, it's time to start setting scores for marketing activities that your leads will engage with. The most important thing to remember is that lead scoring SHOULD BE a fluid and flexible process. It should be a conversation with sales leadership, be driven by metrics and past results, and over time can be developed based on buyer type.

EXAMPLE LEAD SCORING:

WHO IS THE LEAD (job titles, companies):	WHAT THE LEAD DOES (actions they take):
Titles XYZ = 40 points	Click link in email = 25 points
Companies XYZ = 50 points	Fills out form = 50 points
Industries XYZ = 20 points	Downloads content = 50 points
	Scanned at tradeshow = 30 points
	Unsubscribes from email = -50 points

Lead MQLs at 100 points

5. Test. Test. Test.

As mentioned above, lead scoring should be constantly evaluated and tested. Key factors that can influence how your score leads and what you should be thinking about, include:

- Lead **volume** – does your sales team have enough or not enough leads?
- Lead **quality** – is volume good but quality is declining? Quality includes conversion rates of MQL to SAL, but also SQL and Closed Won
- Lead **source** – are you noticing “better” or “worse” leads coming from certain sources?

6. Measure & Re-iterate.

Content might be king, but measurement is queen. Taking the time to measure and report on the results of your marketing activities and how they are impacting the funnel will not only make you a better marketer, but allows you to make smart and informed decisions. In addition, don't be afraid to make changes and try new things. Lead scoring can be ever-changing and you'll always gain new insights from the things you try.