

Lead Scoring | Grading

A COMBINED RATING OF LEAD QUALITY.

A basic database is like an old phonebook, a list of names that provides the same information from one listing to the next - besides alphabetical order and being separated by personal or business entries there wasn't a lot for a salesperson to go on. Years ago this was the only option. Fast forward to today, Lead Scoring (or grading) can prioritize leads based on not only the data the record contains but the engagement of the contact in that specific record. Indicating to sales which leads have a higher probability of converting

Lead Scoring leverages the combined firmographic and engagements scores to provide sales the highest quality leads. Many marketers focus scoring models on a leads activity while using grading to match them to a buyer's persona.

Firmographic data includes records details such as:

- First name
- Last name
- Title
- Company
- Area code
- Zipcode
- State
- Age

Engagement data includes giving points to the specific lead that took action, such as:

- Opens emails
- Clicks
- Downloads
- Connects to social
- Visits web page
- Fills out forms

By prioritizing leads based on both the firmographic and engagement data, leads are more easily bucketed based on a numeric threshold which identifies leads that sales needs to follow up on and the leads that require more work from marketing to move forward.



Setting up a lead scoring campaign should be done using best practices and revisited regularly to ensure the volume of leads is manageable for follow up. That may mean constricting the scoring criteria so less leads flow to sales, or opening the criteria so more leads qualify - the ability to adjust the threshold based on the volume, quality and requirements gives sales and marketing control over the perfect balance between quantity and quality to make sure sales and marketing goals are obtained.

Many times, score degradation is used to reduce the score if certain criteria are not met within a specific period of time or level of engagement. For example, the lead hasn't opened an email in ninety days, the score decays or reduces.

What can sales do with scored leads?

Sales can receive alerts on the most qualified leads to follow up on. Some platforms add on features allow sales to leverage a view in the CRM to have a near real-time prioritized list of every lead assigned to them. every lead assigned to them.

What can marketing do with scored leads?

Marketing uses scoring to determine what data to collect and what 'calls-to-action' to set up in communications to encourage the highest engagement. The scores help point marketing teams to the most relevant pieces of data which can positively impact lead conversions.

Marketing automation users leverage Lead Scoring to align sales and marketing efforts and accelerate time to revenue. This provides marketers visibility to the most relevant leads and maximize outreach for the team. Leadous guides you according to best practices and our experts will recommend a scoring model based on your goals.

ABOUT LEADOUS INC.

Leadous is a world class consultancy that leverages marketing automation to deliver exceptional experiences for the journey makers and the journey takers. The journey between "Hello prospect" to "Welcome valued client" can be difficult to navigate. Leadous utilizes technology, methodology, & certified marketing automation experts to deliver consulting services that increase demand, drive conversion and deliver pipeline growth. Our near-decade-long partnerships with Adobe, Hubspots, Oracle, and Salesforce give us the ability to serve hundreds of clients, across industries, to obtain real value from their investments in customer journey solutions.

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