

WHITEPAPER

DETERMINE THE RIGHT ACTION FOR EACH LEAD

By: ActiveConversion



Introduction

The traditional grievance that sales has against marketing is that “junk is thrown over the fence”, an impolite way of saying the leads that are being provided are of poor quality. Typically prospects begin to research vendors online long before they buy. Prospects may be interested in your product or service but are not yet ready to buy. On the other hand a lead that is ready to be engaged is said to be sales-ready. For sales reps, that’s the definition of a hot lead.

Engaging prospects who are not ready to buy is costly. Whether marketing or sales undertakes to complete qualifying by telephone it increases the cost per lead dramatically. Cost savings are realized when you can qualify leads online and present the appropriate response whether it is engaging immediately with a call from sales or nurturing via a drip email campaign.

**With modern marketing automation solutions like ActiveConversion,
today’s B2B marketers can reduce costs and increase
revenue through lead scoring.**

Sales reps are happy when they can spend more time closing sales instead of wasting time qualifying leads that are not ready to buy. From a marketing perspective leads that are not sales-ready need to be nurtured until they are sales-ready. It is self-evident that an increase in qualified leads will lead to an increase in revenue. With modern marketing automation solutions like ActiveConversion, today’s B2B marketers can reduce costs and increase revenue through lead scoring.

The Solution

Not all leads are created equally. A lead scoring system acknowledges this by assigning values to leads based on objective criteria. The lead score determines the appropriate action for that lead.

The first step in developing a lead scoring system is to identify online behaviors that indicate interest or sales-readiness. These may include return visits to the website, form submissions, file downloads and/or responding to email.

The third step is to establish a score that defines “sales-ready.”

The second step is to assign point values to each of those behaviors. For example you may decide that a return visit counts twice as much as a file download. Or you may decide that website and blog visits should be differentiated in value. This must be reflected in the relative weightings. The lead scoring system should be granular enough to cover a range of online behaviors. A numerical system based on a scale of 100 works well.

The third step is to establish a score that defines “sales-ready.” When a lead accumulates points and exceeds this pre-defined threshold it is ready to be presented to sales. As time goes on this threshold may be adjusted up or down depending on feedback from sales. At this point it is useful for marketing and sales to work together to develop several scenarios that typify sales-ready leads. The sales ready threshold will be a value that all of the various scenarios exceeds. A by-product of this process is buy-in and ownership of the lead scoring process from sales, leading to fewer complaints about junk thrown over the fence.

The last step is to test your scoring system. If you have activity records for past leads select some at random and score according to the criteria you just established. Then check against the actual results. Ideally the identified sales-ready leads should yield sales with no wasted effort.

If you do not have past data to analyze, monitor the results as your lead scoring system is rolled out and make adjustments as required.

But with an alert system based on lead score prospects can be engaged at the point they are ready to buy.

As you deploy your lead scoring system this way you have automated the ingest portion of your marketing automation solution. Another valuable element of marketing automation can be illustrated with the following example:

A prospect has visited your website and downloaded a white paper that provides an overview of your product or service. This prospect has self-identified by providing a name and email address. However the point total for this lead has not crossed the threshold to warrant being contacted by sales. This lead is then directed to a drip email campaign associated with the white paper download.

Two months later the same prospect re-visits your website, landing on several pages, including one about the pricing of your product. Together with the points this prospect had from the previous visit, enough points have been accumulated to qualify this lead as “sales-ready.” At this point an alert is sent to the appropriate sales rep.

Without a marketing automation solution, monitoring this prospect manually would be time-consuming and costly. But with an alert system based on lead score prospects can be engaged at the point they are ready to buy. What’s more it is done in an efficient manner.

Conclusion

With a contemporary marketing automation solution like ActiveConversion, today's B2B marketers can reduce costs and increase revenue through lead scoring. After assigning a score to a lead according to online behavior, the system then compares that score to a pre-defined threshold. Leads that exceed the threshold are "sales-ready" and sent to sales.

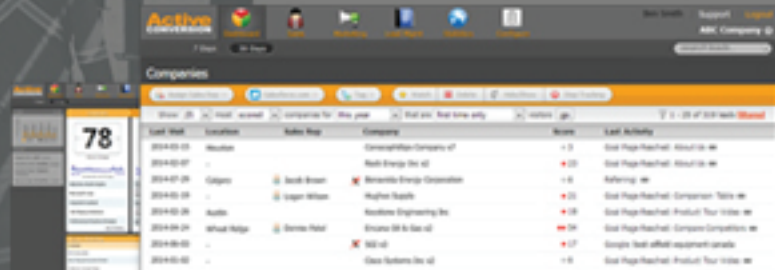
Leads that are not sales-ready are not lost.

The threshold is set according to business rules developed through collaboration between sales and marketing.

From a marketing perspective leads that are not sales-ready are not lost. These leads go into a lead nurturing program like an email drip campaign and are nurtured until they are sales-ready. The resulting increase in qualified leads will lead to an increase in revenue.

A RESULTS-DRIVEN SALES AND MARKETING SYSTEM

UNIQUELY ENGINEERED
FOR YOUR INDUSTRY



Lead	Mail	Phone	Website	Company	Score	Last Activity
2014-01-01				ConceptPro-Company 07	-1	Send Page-Rachad About Us 46
2014-01-01				Red Energy Inc 02	+20	Send Page-Rachad About Us 46
2014-01-01				Renewable Energy Corporation	-6	Referring 46
2014-01-01				Highline Supply	+20	Send Page-Rachad Comparison Table 46
2014-01-01				Highline Engineering Inc.	+20	Send Page-Rachad Product Tour Video 46
2014-01-01				Enroute Oil & Gas 02	+20	Send Page-Rachad Compare Companies 46
2014-01-01				Oil 02	+17	Simple Lead eMail equipment 46
2014-01-01				Case Systems Inc 02	-6	Send Page-Rachad Product Tour Video 46

About ActiveConversion

ActiveConversion specializes in developing repeatable online sales and marketing systems for industrial companies. Our technology-based system employs best practices in online marketing and lead generation, and delivers measurable results to our customers. Since 2004, we have completed more than 500 successful projects to help companies succeed online. For more information, visit activeconversion.com or call 1-877-872-2ROI.