

Lead Scoring

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 can help by prioritizing leads based on not only the data the record contains but the engagement of the contact in that specific record.

Lead Scoring with Marketo Engage leverages the combined firmographic and engagement scores to provide sales the the highest quality leads.



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 which leads that sales needs to follow up on and the leads that require more work from marketing to move them forward.

Setting up a lead scoring campaign in Marketo Engage should be done using best practices and be 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. If Marketo Sales Insights (MSI) is purchased as an add on feature, sales can leverage a view in the CRM to have a near real-time prioritized list of every lead assigned to them. Leveraging a three stars/three flames visual, leads are ready for direct follow up from this view.

What can marketing do with scored leads?

Marketing leverages the score to determine what data they need to collect through forms or progressive profiling 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 sales.

Marketo Engage users leverage Lead Scoring to further align sales and marketing efforts and accelerate revenue opportunities. 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 lay out a full plan according to your goals, resource needs and key dates.

ABOUT LEADOUS INC.

Leadous is a revenue performance agency focused on maximizing high growth and enterprise brands that invest in Adobe's Journey Orchestration products, specifically Marketo Engage and Bizible, to drive predictive revenue. Leadous' certified consultants support digital marketing transformation initiatives, giving Marketers the confidence to increase the capacity, efficiencies, and effectiveness of their marketing operations to drive measurable growth. The Marketing Automation Progression Model™ is the foundation for how Leadous guides brands through their evolution based on the people, process, and technology it takes to be best in class.

CONTACT US

EMAIL | info@leadous.com

CALL | 844-LEADOUS

TEXT | (215) 431-9462

Let us lead you | www.leadous.com