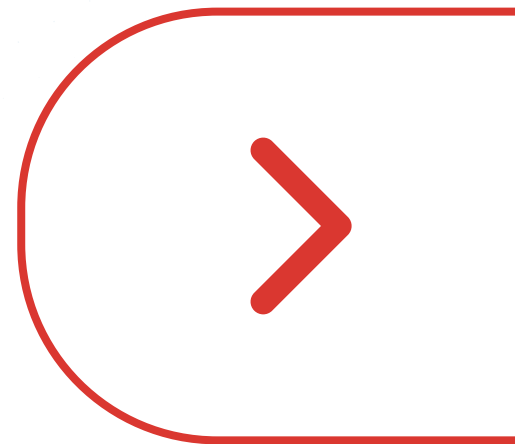


HOW TO DO LEAD SCORING



STEP 1

IDENTIFY CHARACTERISTICS OF YOUR IDEAL CUSTOMERS (ICP)

- Define the traits and demographics of your perfect customers.
- Understand and document their needs, behaviours, and pain points.



STEP 2

PINPOINT ACTIONS INDICATING LEAD INTEREST AND ENGAGEMENT

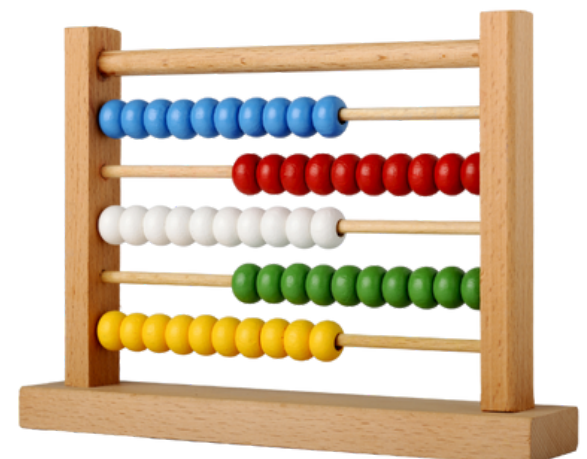
- Track behaviours like website visits, content downloads and webinar attendance.
- Focus on high-value engagements only, examples include:
 - Requests for free trial or demo
 - Further info request
 - Visits to product pricing pages



STEP 3

ASSIGN POINT VALUES BASED ON ENGAGEMENT CRITERIA

- Evaluate the relevance of each action to your ICP.
- Assign points to different actions, prioritizing high-value interactions. Coordinate this exercise with your sales colleagues.



STEP 4


ESTABLISH THRESHOLDS FOR LEAD SCORES

- Set specific score thresholds to categorize leads.
- Determine at what score a lead becomes a Marketing Qualified Lead (MQL) ready for sales follow-up.



STEP 5

INTEGRATE LEAD SCORING WITH CRM & MARKETING AUTOMATION SOFTWARE

- 
- A red arrow pointing right, enclosed within a red circular outline.
- Ensure seamless data handling by connecting your lead scoring with CRM platforms.
 - Automate processes to reduce manual tasks and improve efficiency.
 - Engage a specialist familiar with your CRM and other relevant platforms for integration.



STEP 6

MONITOR & ADJUST REGULARLY

- Regularly review and adjust scoring criteria based on performance.
- Keep your scoring system aligned with evolving customer behaviours and business goals.



LEAD MANAGEMENT 101

In this article, we discuss the cost of not managing your leads, and the potential growth impact on your business when you focus your efforts on carrying out lead pathing and nurturing, implement an omnichannel strategy, align marketing & sales and have content that feeds this engine in a deliberate way.

[Read full article](#)



THANK YOU

SHARE YOUR INSIGHTS AND
EXPERIENCES BELOW!

hello@qincade.com

