



# Lead Generation Quick Start Series

## *Workshop #5*

### Building a Lead Funnel





# Today's Speakers:

*Featuring:*



**Cari Baldwin**  
Principal  
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*Moderator:*



**Andrew Gaffney**  
Editor  
DemandGen Report  
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# *Build a Lead Funnel to Maximize Acceleration & Conversion*

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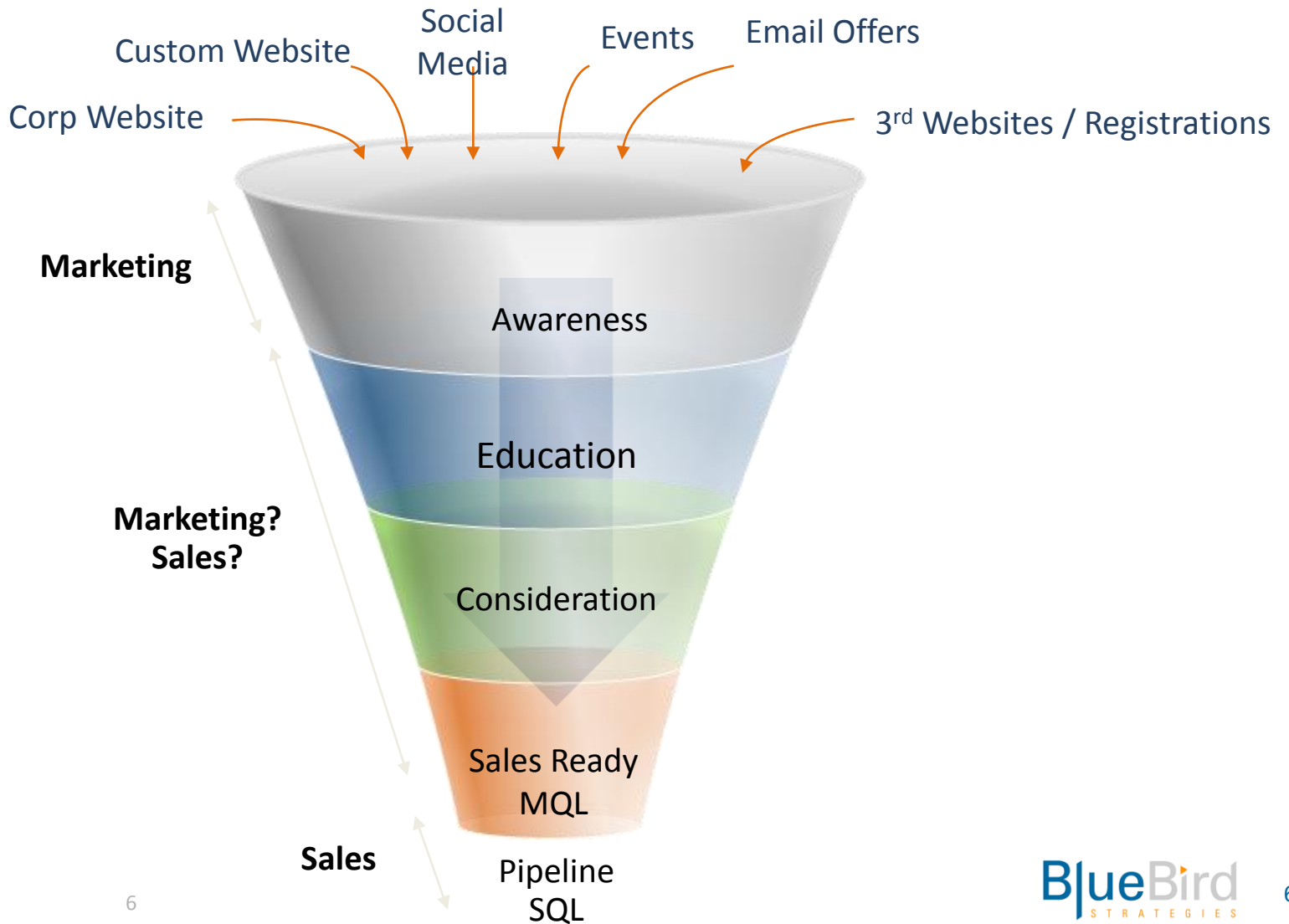


# What We'll Talk About

- ▶ The New Lead Funnel
- ▶ How to Build and Measure
- ▶ Avoiding the Bad Funnel
- ▶ Ensure Leads Progress and Convert

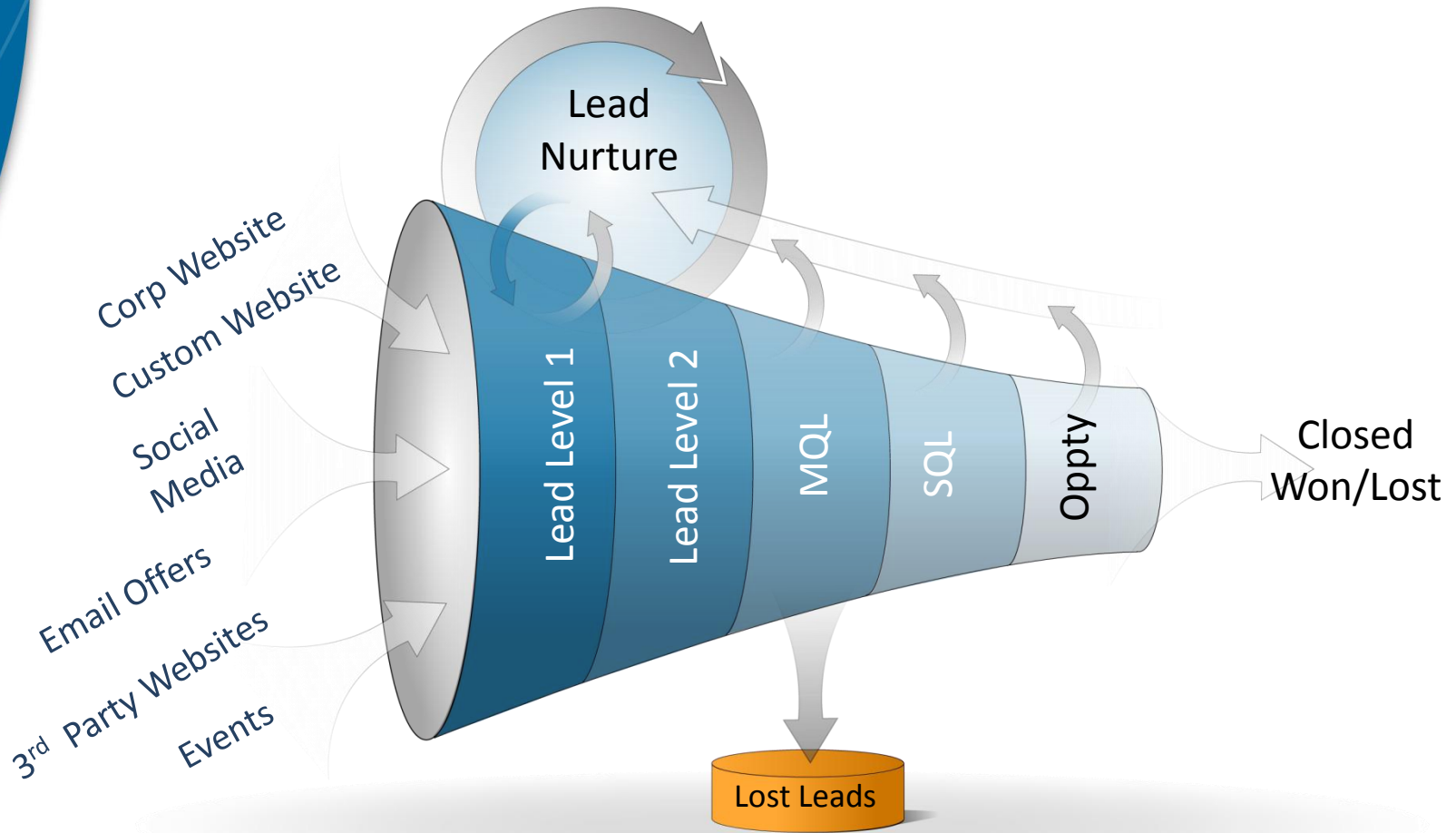


# The Traditional Funnel





# Phases of The New Funnel





# How to Build and Measure

- ▶ Lead Management
  - Marketing & Sales Alignment
  - Lead Scoring
  - Lead Levels
  - Lead Process
- ▶ Content Alignment
- ▶ Nurturing



# Bridge the Gap - SLA



**Marketing**



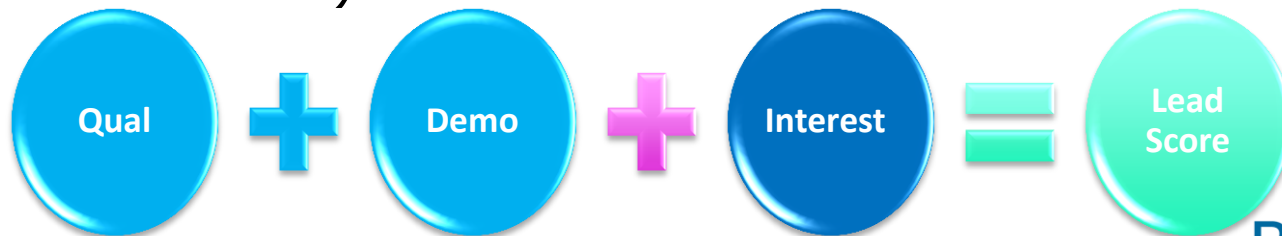
**Sales**



# Lead Scoring

Combine qualification and demographic criteria with observed behavior to prioritize leads.

- Qualification Criteria
  - Budget, Timeline, Pain Point, Current Vendor
- Demographic Criteria
  - Company, Industry, Job Title, Job Role
- Interest / Behavior Criteria (+/-)
  - Action Taken (web visits, email opens and clicks, webcasts attended)





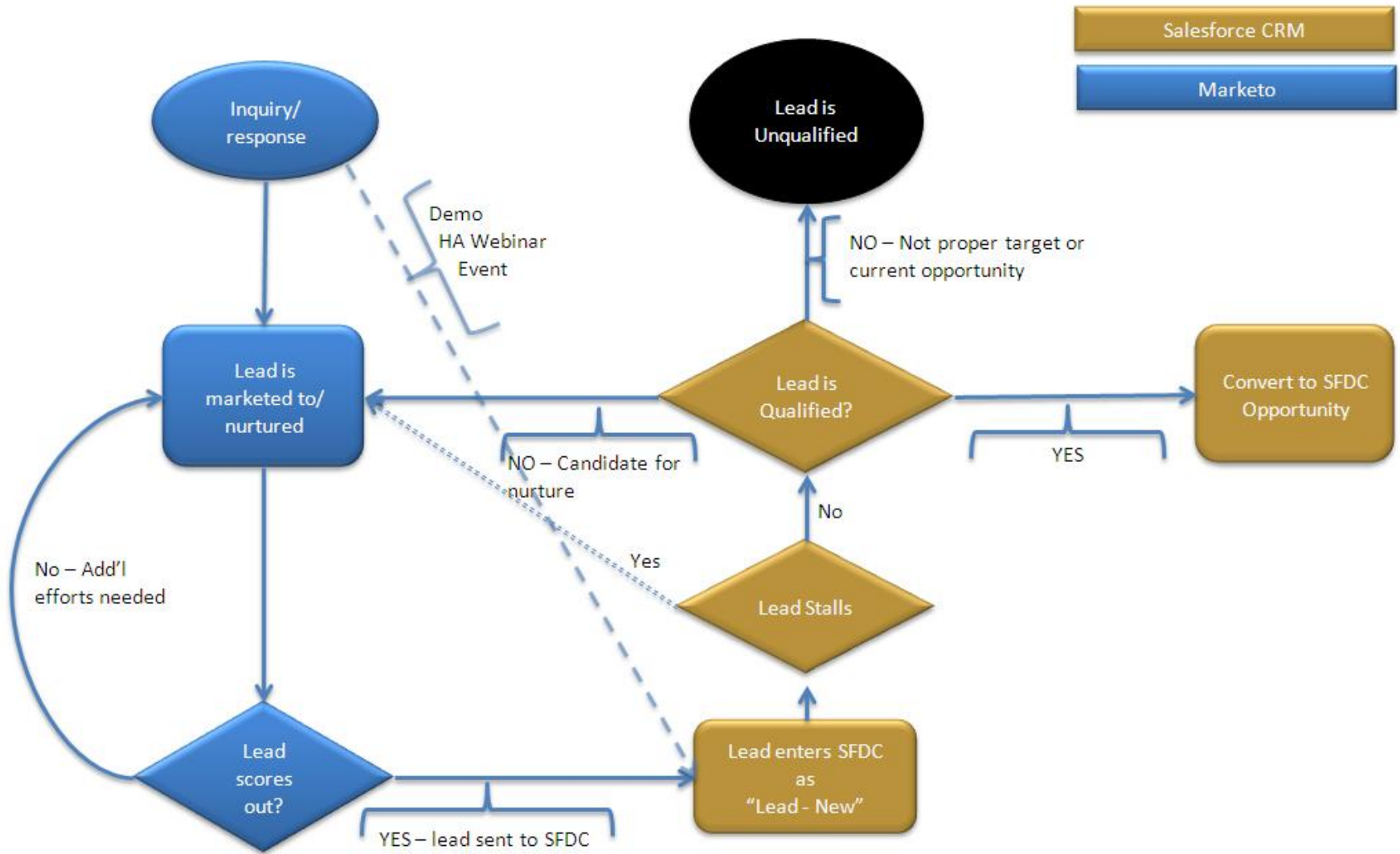
# Company X Lead Scoring and Levels

Lead Score 50 = Marketing Qualified Lead

Level	Definition	Lead Score
Level 1	A response to Company	0-9
Level 2	Has a minimum of 2 interactions with company x	10-29
Level 3	Has had a minimum of 2 interactions with Company AND responded with qualification and demographic data	30-49
Level 4 - MQL	Lead has reached scoring threshold – sent to SFDC	50+

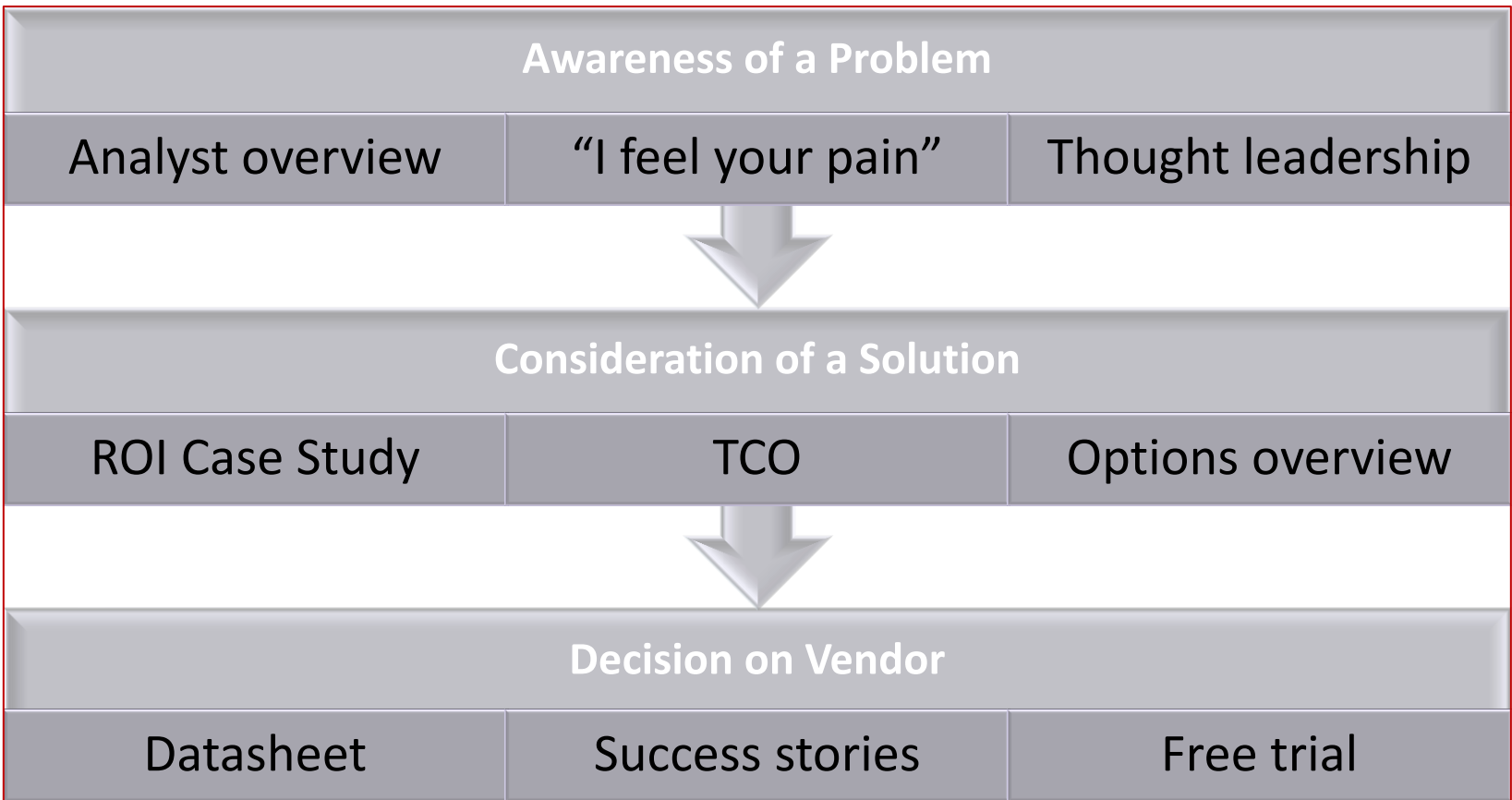


# Fine Tune the Lead Process



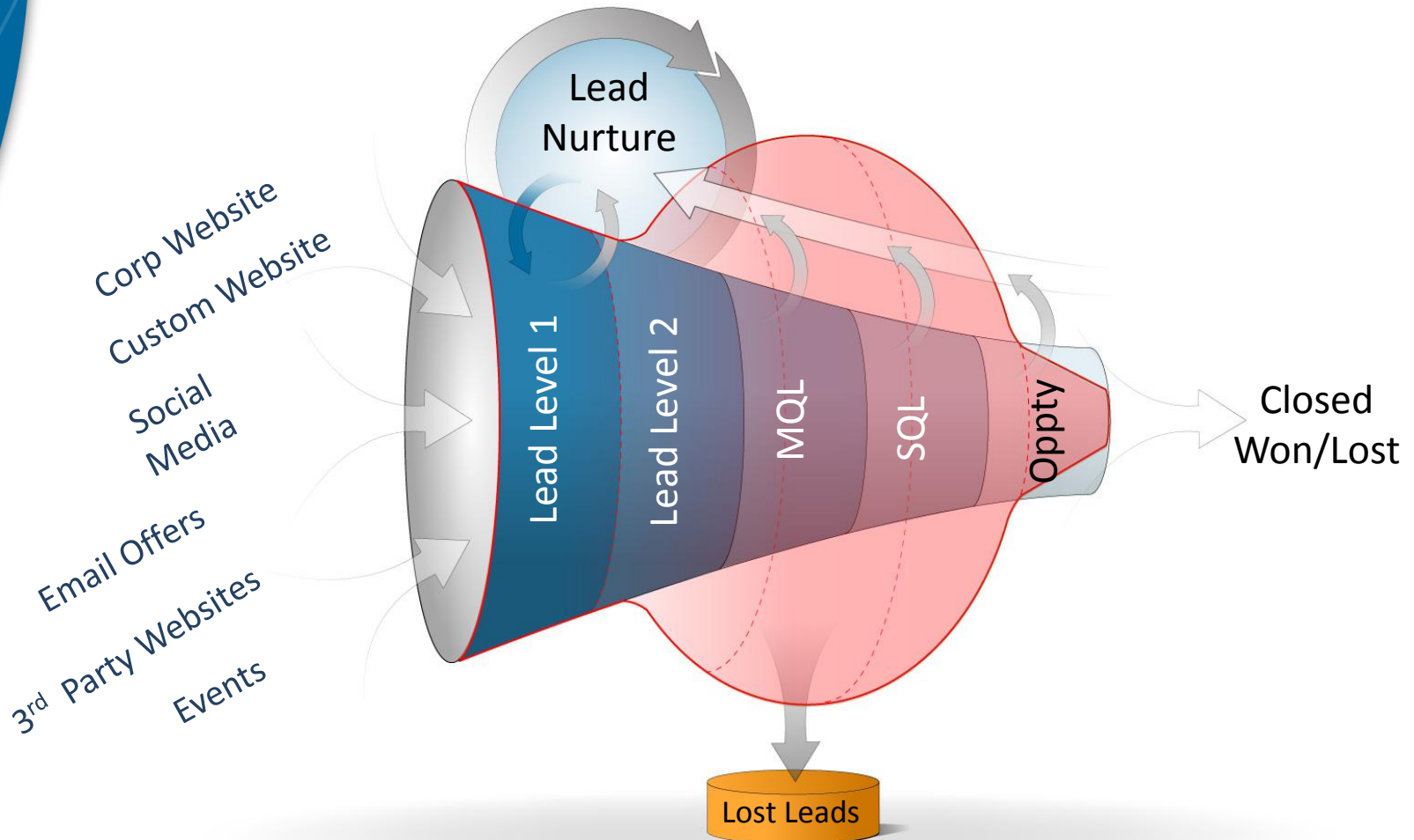


# Map Content to Buying Stage





# Avoid The BAD Funnel





# Causes of the Buddha Funnel

- ▶ Messaging and content at the wrong stage in the buying cycle
- ▶ Messaging and content not relevant to the lead
  - Not paying attention to historical activity and interests
- ▶ Bad hand off between marketing & sales
- ▶ Lack of agreement between marketing and sales on the definition of a lead



# How to Identify Issues

- ▶ Construct your lead mgmt. system as a production line with specific steps
- ▶ ID where every lead and oppty is on the production line
- ▶ Regular reports
  - Is there a normal funnel contraction from left to right?
  - Is there one step or steps causing the Buddha? Do you have a double Buddha?



## Course Correction

- ▶ Change messaging and/or content at that stage in a nurture
- ▶ Do not base on preconceived notions based on industry or job title
- ▶ Target people caught in the Buddha to push them to the next stage
  - Think long term, not band-aid fix
- ▶ Review the SLAs and escalation, look for process problem
- ▶ Review the lead definitions. Are they right for your company?



## Just Do It

- ▶ **Lead nurturing was a top functional** priority for 60% of marketing automation users prior to deployment, but only 31% of respondents in a new DemandGen Report study said they are using nurturing effectively.
- ▶ **Behavioral trigger campaigns** perform 325% better than traditional blast campaigns
- ▶ **It's all about process** – get it in place first



# Types of Nurtures – Be Creative!

## 12 Unique Nurture Programs

New  
Prospects

Long Sales  
Cycles

Score  
Acceleration

Cross-  
sell/Up-sell

Event  
Follow-up

Customer  
Retention

Role/Title

Industry

Company  
Specific

Wake the  
Dead

Remarket

Sales  
Acceleration



Thank you!

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# Questions

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# Thank you for attending!

Last in the series:

**#6** The Science of Converting More Leads Into Deals

*When:* June 28 at 1pm ET

*Featuring:*

Henry Bruce, President,  
The Rock Annand Group

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