



# HOW MARKETING-QUALIFIED LEADS SKYROCKET SMALL BUSINESS GROWTH

## WHAT ARE MARKETING-QUALIFIED LEADS?

Marketing-qualified leads (MQLs) are prospects that are more likely to convert into customers based on demographic information and the amount of previous engagement with your company.

## HOW DO LEADS BECOME MQLs?

The lead scoring process assists businesses in qualifying leads before they reach sales. Lead scoring ranks your prospects based on their:

- Value to your business
- Likelihood to purchase

FOR EXAMPLE, YOU MIGHT DETECT BUYING SIGNALS BASED ON A LEAD'S ENGAGEMENT WITH YOUR BUSINESS, PRODUCT OR SERVICE. A FEW OF THESE BEHAVIORS INCLUDE:

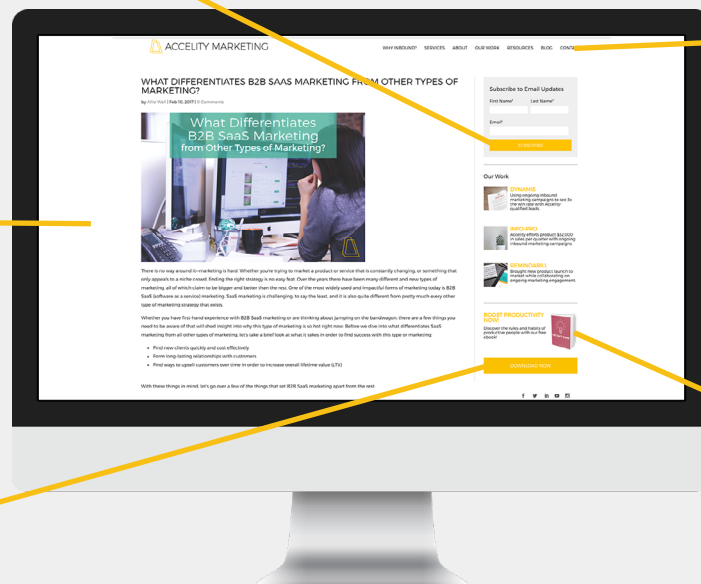
SUBSCRIBING TO  
A NEWSLETTER

CONTACT/DEMO  
REQUESTS

VISITING A  
WEBSITE

DOWNLOADING A  
CONTENT OFFER

CLICKING ON  
CALLS-TO-ACTION



## WHAT IS LEAD SCORING?

In lead scoring, businesses are assigned a certain number of points per activity, based on its perceived value to the company.

You can also qualify buyers based on their traits.

For example, if your ideal buyers have B2B customers, you award (or deduct) points based on who your leads work with.

A few other examples of point-worthy traits include:

- Industry
- Company size
- Buyer persona
- Decision maker status
- Annual revenue



## HOW DO COMPANIES FOLLOW-UP WITH MQLs?

Once your team receives an MQL, follow-up is incredibly important—it's also where many companies fail. Use the information below to inform your sales process and handle MQLs with ease:



**71%** of leads are **not** followed up with.

Leads that **are** followed-up with are touched an average of

**1.3 times**



Increasing the number of touches to **six** increases likelihood of making a contact by **70%**.



Only **8%** of salespeople touch a prospect **more than four times**.



**80%** of prospects take **more than four touches** to close.



### HOW TO ENSURE MQL SUCCESS

- Have a follow-up plan in place.
- Teach your sales team why following up benefits them.
- Ensure you have the right tools for follow-up.



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## RESULTS WE'VE SEEN

### SHORTER SALES CYCLE

"We've been able to reach so many more people. Just this last week we had a one-day turn around on a client that came exclusively from Accelity."

—Tom Roshar, Dynamis



### SALES OPPORTUNITY

One startup created

**27 NEW**  
**SALES OPPORTUNITIES**  
per month from Accelity MQLs



### REVENUE PREDICTABILITY

One startup was able to convert

**3x**

more leads into customers when those leads were qualified through Accelity, versus traditional sales methods.



### INCREASE IN SALES

One small business had

**\$32k**

in MQL-related sales in their first quarter with Accelity.



### RECURRING REVENUE

**\$125.5K**

in annual recurring revenue from Accelity MQLs based on a small sample of clients



## RECAP

MQLs give you insight as to whether a lead is likely to purchase from you. Using this information, you can be more strategic when targeting prospects, and grow your small business faster.



## LOOKING TO INCREASE QUALIFIED LEADS AND SALES?

Check out our [pricing page](#) or [request a consultation](#) with Accelity.



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