

# Lead Scoring

Most people use inbound marketing because it helps them fill their sales funnel with quality leads. Once you attract a quality lead, it's time to start lead scoring. Lead scoring helps you assign values to your leads based on 1) who they are, 2) where they work and 3) how engaged they are with your content. With lead scoring, you can prioritize between which leads are more likely to close and who is just browsing.

The first step in lead scoring is setting a threshold. This is the score a lead must earn to become a marketing qualified lead (MQL).

Each business sets up lead scoring differently, but let's assume your threshold is 10. **Here's how you'd set up lead scoring in this example:**

Demographic information	
Top persona(s)	3
Location/city/state/postal code	1-2
Company information	
Customer type (B2B, B2C or both)	3
Specific industry	1-2
Size	1
Annual revenue	1
Online engagement	
Website visits	1 point for every 5 pages visited
Offer downloads	2-3 <i>(NOTE: this depends on the type of content a contact downloaded)</i>
Video views	1
Email engagement	
Email clicks	1
Email opens	1 <i>(NOTE: this is not always the best metric to reward points for.)</i>
Negative point values (these are just 2 examples)	
Industries to which you want to avoid marketing and selling	-10 to -50
Customer types to which you want to avoid marketing and selling	-10 to -50

YOU CAN USE THE BELOW TABLE TO ENTER YOUR OWN THRESHOLD AND POINT VALUES.

MY THRESHOLD SCORE IS: \_\_\_\_\_

Demographic information	
Top persona(s)	
Location/City/State/Postal Code	
Company information	
Customer type (B2B, B2C, or both)	
Specific industry	
Size	
Annual revenue	
Online engagement	
Website visits	
Offer downloads	
Video views	
Email engagement	
Email clicks	
Email opens	
Negative point values (a couple examples below)	
Industries to which you want to avoid marketing and selling	
Customer types to which you want to avoid marketing and selling	
TOTAL	

## Lead scoring isn't a one and done event.

Review your threshold and lead scoring every 1–3 months to ensure you're scoring the right activities and demographics correctly. Remember, every company is different, so you may also find that some metrics are valuable, some don't apply and other metrics are missing from this list.

