

# Help your sales reps identify promising prospects with lead scoring.

## THE LEAD SCORING SERVICE PACK

Your buyers have changed forever. *How?* The information they seek is at their fingertips. They are searching websites, attending webinars and consuming thought leadership long before they are ready to buy. Marketers and salespeople must engage early on to have a shot at the sale.

LeadMD's **Lead Scoring Service Pack** is designed to empower your organization with a combination of demographic, behavioral and predictive criteria to decide which leads need to be fast-tracked to sales, or developed further down the funnel with lead nurturing.

## What we'll do together

### Discover



LeadMD will work with you to learn your current lead qualification criteria, as well as sales team perceptions of what makes a lead "good".

### Define



We will work as a team to create optimized demographic, firmographic and behavioral profiles of your target prospects.

### Deliver



You'll have a full lead scoring Marketo program tracking real-time interactions with your prospects, integrated with Salesforce.com to give your sales team a 360-degree view of the buyer.

# Identify & engage early on with the Lead Scoring Service Pack

## WHAT YOU GET

### The Outputs

- A fully customized lead scoring program
- Demographic, firmographic and behavior definitions for your target prospects
- Documentation, training and recommendations for continuous optimization and improvement



## HOW YOU'LL HELP

### The Inputs

Your marketing and sales leaders will weigh in on demographics and behaviors of your best buyers.



The time needed for this can vary **between 4 - 12 hours** depending on how aligned sales and marketing are on qualifying criteria.

## The Bottom Line

When you invest in lead scoring, you make the most out of every lead that enters your database. This increases the success of marketing campaigns and creates more quality sales leads, increased conversion rates and explosive revenue growth.

Are you ready to get serious about lead scoring?

[GET STARTED TODAY](#)

## Other services that will help your team succeed in digital marketing

### Business Process

If you have a bunch of leads that are now qualified, do you have the sales structure in place to respond?

If that isn't well defined, let's do it together!



### Templates & Tactics

One of the key ways we'll drive lead score is through email activity.

Let's ensure our templates look great and our email strategy is awesome to get them engaged!



### Lead Nurturing

Nurturing is a core method to move leads through the funnel.

With great Emails and a balanced Business Process, let's make sure our content strategy in the middle of the funnel is awesome.

