

Sales and Marketing Funnel Metrics - Approach



Campaign Lead Scoring

MI-CORPORATION

<u>Lead Score</u>	<u>Contact Description</u>	<u>Action</u>	<u>Owner</u>	<u>Marketing Information / Defined Content</u>
0	Not yet contacted; Not interested; Not the right person; Unsubscribed	Remove	None	None
Engaged Contacts (Clicked on link in campaign email / NOT 1 or 2) – Nurtured				
1	Monster conversation occurred; Provided referral; expressed some interest	Nurture; MQL	Marketing	Stage: Awareness Send “interests” email; quarterly newsletters; vertical specific content
2	Warm / hot lead; Interested;	Follow-up / Start sales qualifying process	Sales	Stage: Lead / Potential Customer / Customer Send quarterly newsletters; customer communications