

Lead Scoring & Content Marketing; how to prevent sales leads failing.

Lead Scoring tells you where a contact is within the sales process; Content helps keep them engaged. 80% of sales leads are not followed-up, so can these two tools help prevent your leads falling into the sales gap?

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Three reasons sales leads fail

Potential clients frequently fall into the 'sales gap' - the stage between a lead and an opportunity. I've identified three main reasons - BANT, Management and Follow-up.

Diagram I - Three reasons why sales leads fail



Before a lead can become an opportunity it needs Budget, Authority, Need & Timescale (BANT). Most leads have just Authority and Need, but without Budget and Timescale, they are left 'in limbo' and eventually fall into the sales gap.

In many firms, there's little formal process and some confusion over who controls potential clients at the lead stage. Sales claim it's their territory, and marketing says they own the result? Nobody is in control.

Finally, a staggering amount of leads are simply not followed-up...

Lead Scoring & Content Marketing can help prevent this. In short-term campaigns, where capturing scoring is often regarded as academic. Plus, on campaigns less time for content to be digested by recipients.

So where does Lead Scoring & Content Marketing have an impact? Two areas:
a) complex sales where... of the process, and
b) nurtured sales... stages ROI into positive.

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