Lead Scoring System Design :

Assign points based on the criteria to calculate the lead score:

1. Company Size

1-50 employees: 5 points

51-200 employees: 10 points

201-1000 employees: 15 points

1000+ employees: 20 points

2. Annual Budget for SaaS Solutions

Less than $10,000: 5 points

$10,000 - $50,000: 10 points

$50,001 - $100,000: 15 points

More than $100,000: 20 points

3. Industry

Technology: 15 points

Finance: 10 points

Healthcare: 10 points

Retail: 5 points

Other: 5 points

4. Urgency of Need

Immediate (within 1 month): 20 points

Short-term (1-3 months): 15 points

Medium-term (3-6 months): 10 points

Long-term (6+ months): 5 points

Example Calculation

If a lead's responses are:

Company Size: 201-1000 employees (15 points)

Budget: $50,001 - $100,000 (15 points)

Industry: Technology (15 points)

Urgency: Short-term (15 points)

Lead Score = 15 + 15 + 15 + 15 = 60 points

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Zapier Workflow

1. Trigger:

App: Google Forms

Event: New Form Response

Zap triggers whenever a new form submission is made.

2. Action 1 (Calculate Lead Score):

App: Code by Zapier

Action: Run JavaScript or Python code

Code calculates the lead score based on the submitted data using the scoring system above.

3. Action 2 (Add to Google Sheets):

App: Google Sheets

Action: Add Row

Add the lead’s details and calculated lead score to a spreadsheet (e.g., “All Leads”).

4. Action 3 (Conditional Path 1 - High-Scoring Leads):

Filter: Lead Score > 70

Action 1: Send Email (Gmail)

Send a welcome email to the lead.

Action 2: Add to Google Sheets

Add lead details to a “High-Value Leads” spreadsheet for sales follow-up.

5. Action 4 (Conditional Path 2 - Low-Scoring Leads):

Filter: Lead Score ≤ 70

Action: Add to Google Sheets

Add lead details to a “Nurturing Campaign” spreadsheet for future engagement.

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Deliverable Screenshot

Since I can't generate a live Zapier screenshot, follow these steps to visualize the workflow:

1. Trigger Setup:

Select "Google Forms" and configure it to trigger on new submissions.

2. Code Step:

Add a "Code by Zapier" step with code that calculates the lead score. Example logic in Python:

input\_data = {

"company\_size": "201-1000",

"budget": "More than $100,000",

"industry": "Technology",

"urgency": "Immediate"

}

points = {

"company\_size": {"1-50": 5, "51-200": 10, "201-1000": 15, "1000+": 20},

"budget": {"Less than $10,000": 5, "$10,000 - $50,000": 10, "$50,001 - $100,000": 15, "More than $100,000": 20},

"industry": {"Technology": 15, "Finance": 10, "Healthcare": 10, "Retail": 5, "Other": 5},

"urgency": {"Immediate": 20, "Short-term": 15, "Medium-term": 10, "Long-term": 5}

}

lead\_score = (points["company\_size"][input\_data["company\_size"]] +

points["budget"][input\_data["budget"]] +

points["industry"][input\_data["industry"]] +

points["urgency"][input\_data["urgency"]])

return {"lead\_score": lead\_score}

3. Google Sheets Integration:

Create a row for each lead with their details and score.

4. Conditional Steps:

Use Zapier’s filter feature to handle high- and low-scoring leads.