

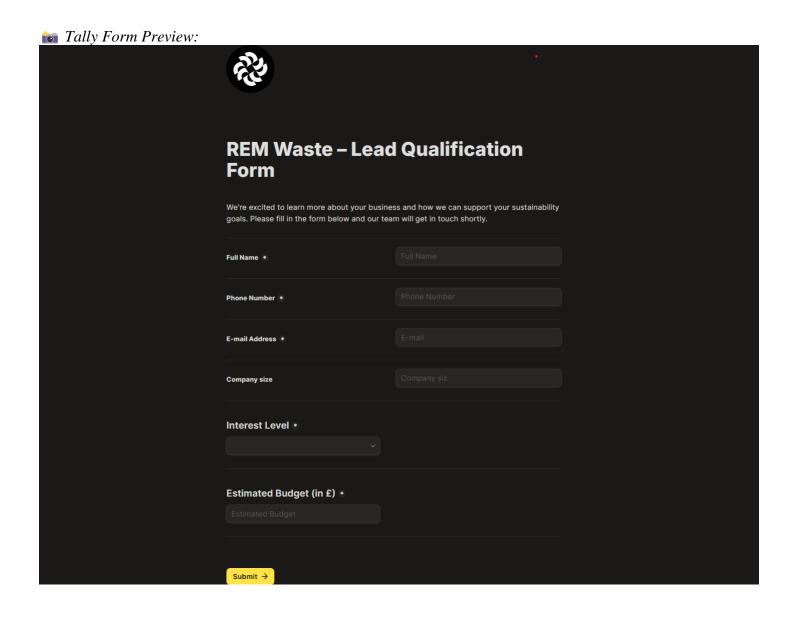
Overview

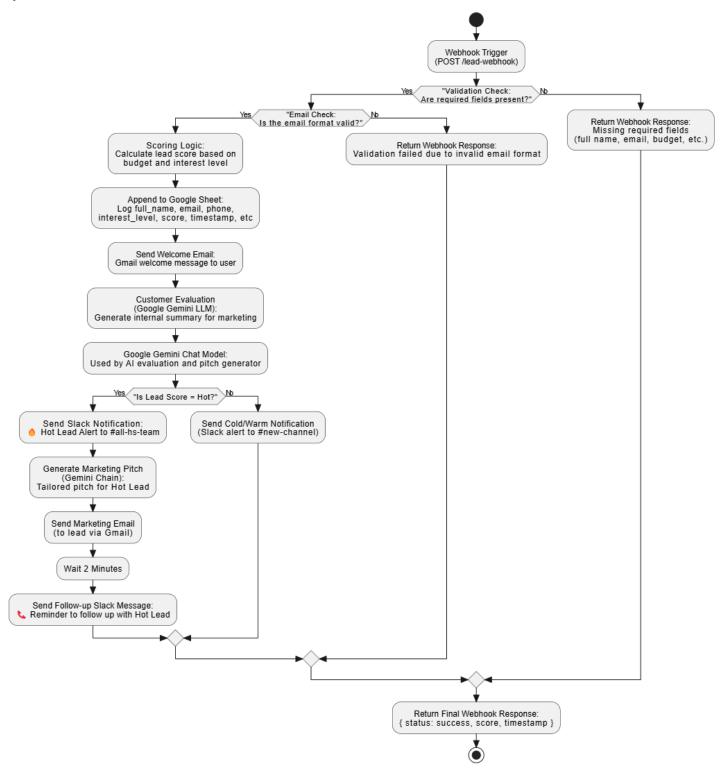
With utmost appreciation for the opportunity to take part in REM Waste's technical challenge, I present this fully functional workflow built using **free-tier tools**. It automates the intake, qualification, and follow-up of marketing leads based on interest and budget — storing results in Google Sheets and notifying the team via Slack when a high-potential opportunity arises. This solution aligns with the specifications outlined in your brief and is designed with scalability, clarity, and operational efficiency in mind.

Webhook Endpoint: Submit via webhook

Form (Tally.so): <u>Lead Submission Form</u>

Google Sheet: View Submitted Leads





The diagram highlights how this solution integrates into the sales workflow:

- Team members are instantly alerted based on the lead's potential.
- The system autonomously handles validation, scoring, storage, AI insights, and follow-up reducing manual load and enhancing decision-making.

Lead Scoring Logic

Logic Summary:

The scoring mechanism is based on both budget size and expressed interest level.

Budget (£) Interest Level Score

> 5000 High HOT

1000-5000 High or Medium WARM

Else Any COLD

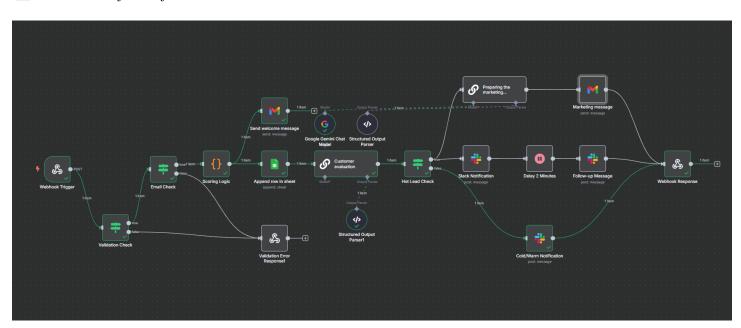
JavaScript Code Snippet

```
let score = "Cold";
if (budget > 5000 && interestLevel === "High") {
    score = "Hot";
} else if (
    (budget >= 1000 && budget <= 5000 && (interestLevel === "High" || interestLevel ===
"Medium")) ||
    (budget > 5000 && interestLevel === "Medium")
) {
    score = "Warm";
}
```

This logic is processed dynamically inside an n8n Code node after field mapping and value normalization.

Workflow Description (n8n)

™ Screenshot of Workflow:



The workflow consists of interconnected nodes covering intake, validation, scoring, enrichment, storage, and notifications.

Input Trigger

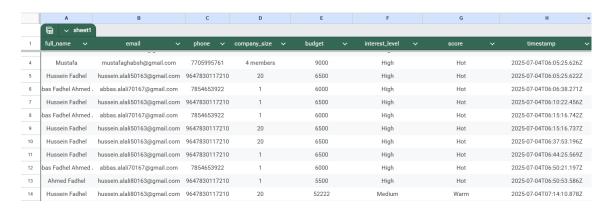
- Initiated by POST requests via form or Postman.
- Required fields: full name, email, phone, company size, budget, interest level.

✓ Validation & Scoring

- If Node: Validates field presence.
- Email Regex: Ensures correct email structure.
- Code Node: Maps values and determines lead score.

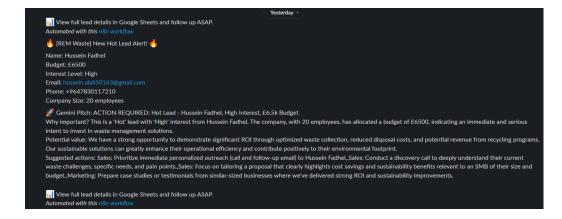
Data Storage

• Google Sheets: Appends all enriched lead data + timestamp.



K Slack Notifications

- Slack Node: Delivers full lead info for HOT leads.
- Includes Gemini-generated insights (summary, value, action items).
- For non-HOT leads (Warm or Cold), the message is sent to a separate Slack channel dedicated to general lead tracking and lower-priority nurturing. This segmentation helps the sales team focus attention where it matters most while still keeping track of all incoming opportunities.
- Includes Gemini-generated insights (summary, value, action items).



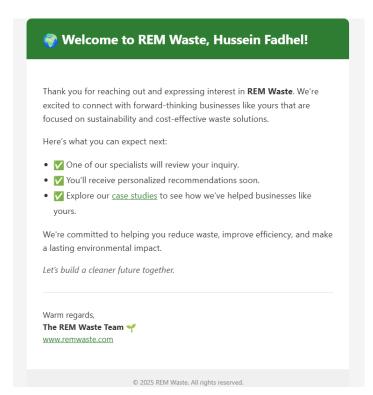
Bonus: Follow-up Reminder

- Wait Node: 2-minute delay.
- Triggers Slack reminder message for timely engagement.

™ Welcome Email

• Gmail Node: Sends a professionally branded HTML welcome email immediately after submission.

Email Preview:





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Gemini Al Integration

im Marketing Pitch Example:

Use Case Output

- 1. Internal Summary Sales-ready headline + analysis + call-to-actions for team
- 2. Personalized Pitch Custom-tailored email pitch per lead based on size, interest, and budget

Why this matters:

In addition to internal summaries, the workflow generates a dedicated marketing pitch tailored to each **HOT** lead. This pitch includes a concise, persuasive message that references the lead's company size, declared interest, and allocated budget — all synthesized using Gemini AI. The output emphasizes REM Waste's value

proposition, showcases relevant success stories, and ends with a strong call to action (e.g., schedule a sustainability consultation or request a waste audit).

Such personalization ensures every high-potential lead receives a message that is timely, insightful, and aligned with their business context — helping REM Waste convert interest into tangible engagement.

- Converts form data into strategic actions.
- Equips the sales team with intelligent context for each hot lead.

Manual Testing with Postman

For manual validation and testing:

```
• POST URL: https://husseinfadhelahmed.app.n8n.cloud/webhook/lead-webhook
```

- **Headers**: Content-Type: application/json
- Body:

{

```
"eventId": "20bba5a5-c89a-410e-bf35-235a0233125d",
"eventType": "FORM RESPONSE",
"createdAt": "2025-07-04T04:56:38.462Z",
"data": {
  "responseId": "Ek1q8oA",
  "submissionId": "Ek1q8oA",
  "respondentId": "GG86WZ",
  "formId": "wdoMEo",
  "formName": "REM Waste - Lead Qualification Form",
  "createdAt": "2025-07-04T04:56:38.000Z",
  "fields": [
    { "label": "Full Name", "value": "Hussein Fadhel" },
    { "label": "Phone Number", "value": "+9647830117210" },
    { "label": "E-mail Address", "value": "hussein.alali80163@gmail.com" },
    { "label": "Company size", "value": "20" },
      "label": "Interest Level",
      "value": ["631abc3c-4a0f-4c5d-9307-68d0a55fc01d"],
      "options": [
       { "id": "bce1b282-46bf-4376-b546-e10738f7c18f", "text": "High" },
        { "id": "631abc3c-4a0f-4c5d-9307-68d0a55fc01d", "text": "Medium" },
        { "id": "3c7b7bc6-2e9f-4f14-9b66-ea3fdae2c287", "text": "Low" }
      1
    { "label": "Estimated Budget (in £)", "value": 52222 }
  ]
}
```

Assumptions

- Tally.so provides structured field arrays.
- No CRM integration required as per assessment.
- Slack and Google Sheets used in free-tier capacity.

A Limitations & Future Improvements

Limitation **Suggestion**

Integrate with HubSpot, Zoho, or Pipedrive No CRM sync

Slack-only alerting Add fallback via Twilio or email notification

No duplicate checking Add email-based deduplication before append



Closing Note

This workflow was developed with sincere attention to the challenge scope and business practicality. I hope it reflects both my technical competence and appreciation for the opportunity to contribute to REM Waste.

Thank you for your kind consideration.