**Task 1: Basic Lead Capture and Scoring**

**1. Lead Scoring System Design**

We need to create a simple lead scoring system based on four criteria: **Company Size**, **Annual Budget**, **Industry**, and **Urgency of Need**. Here's a suggestion for how to assign point values for each option:

| **Criterion** | **Option** | **Score** |
| --- | --- | --- |
| **Company Size** | 1-50 employees | 10 |
|  | 51-200 employees | 20 |
|  | 201-1000 employees | 30 |
|  | 1000+ employees | 40 |
| **Annual Budget** | Less than $10,000 | 10 |
|  | $10,000 - $50,000 | 20 |
|  | $50,001 - $100,000 | 30 |
|  | More than $100,000 | 40 |
| **Industry** | Technology | 30 |
|  | Finance | 20 |
|  | Healthcare | 10 |
|  | Retail | 15 |
|  | Other | 5 |
| **Urgency of Need** | Immediate (within 1 month) | 40 |
|  | Short-term (1-3 months) | 30 |
|  | Medium-term (3-6 months) | 20 |
|  | Long-term (6+ months) | 10 |

* **Maximum score** = 40 (Company Size) + 40 (Annual Budget) + 30 (Industry) + 40 (Urgency) = **150 points**.
* **Lead Score Threshold**: Leads with a score above 70 are considered "high-value" and will receive a welcome email. Leads with a score below 70 will be added to a nurturing campaign spreadsheet.

**2. Zapier Workflow**

**Steps to implement the Zap**:

1. **Trigger: New Form Submission in Google Forms**:
   * Use Google Forms with a Google Sheets response integration. Zapier will trigger when a new submission is added to Google Sheets.
2. **Action 1: Calculate Lead Score**:
   * Use **Zapier’s Formatter** to calculate the lead score based on the form data.
   * For each form submission, pull the responses for Company Size, Annual Budget, Industry, and Urgency.
   * Apply conditional logic in the **Formatter** to assign the appropriate points based on the answers.
3. **Action 2: Add Lead and Score to Google Sheets**:
   * Add a row in a **Google Sheets** spreadsheet containing lead details along with their calculated score.
4. **Action 3: Send Email to High-Value Leads (Score > 70)**:
   * Use **Gmail** to send a welcome email to leads with a score above 70.
   * Customize the email with personalized content (using placeholders for lead details).
5. **Action 4: Add Low-Value Leads (Score < 70) to Nurturing Campaign**:
   * Use **Google Sheets** to add these leads to a separate spreadsheet for nurturing campaigns.

**Zapier Screenshot for Task 1:**

* I'll provide a screenshot with the actual configuration in Zapier showing the triggers, actions, and conditions set up in the Zap.

**Explanation:**

The workflow will help TechNova streamline lead management by automatically processing and scoring leads based on predefined criteria. The system ensures that high-value leads are immediately followed up, while lower-scoring leads are placed in a nurturing sequence.