**Solution for Basic Lead Capture and Scoring**

Here’s how we can automate the process to meet TechNova’s requirements using Zapier and Google tools:

**1. Lead Scoring System**

Assign points to each form response, prioritizing factors that align with TechNova's goals:

**Company Size**

* 1-50 employees: **5 points**
* 51-200 employees: **10 points**
* 201-1000 employees: **15 points**
* 1000+ employees: **20 points**

**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**

**Industry**

* Technology: **20 points**
* Finance: **15 points**
* Healthcare: **10 points**
* Retail: **5 points**
* Other: **0 points**

**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**

**2. Zap Workflow Setup**

**Step 1: Trigger - New Form Submission**

* **App**: Google Forms
* **Event**: New Response in Spreadsheet  
  This triggers when a new submission is received.

**Step 2: Action - Calculate Lead Score**

* **App**: Code by Zapier
* **Action**: Run JavaScript  
  Use JavaScript to calculate the lead score based on the form responses. Example code:

javascript

Copy code

const { companySize, budget, industry, urgency } = inputData;

const scores = {

"1-50 employees": 5,

"51-200 employees": 10,

"201-1000 employees": 15,

"1000+ employees": 20,

"Less than $10,000": 5,

"$10,000 - $50,000": 10,

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

"More than $100,000": 20,

"Technology": 20,

"Finance": 15,

"Healthcare": 10,

"Retail": 5,

"Other": 0,

"Immediate (within 1 month)": 20,

"Short-term (1-3 months)": 15,

"Medium-term (3-6 months)": 10,

"Long-term (6+ months)": 5,

};

output = {

leadScore: scores[companySize] + scores[budget] + scores[industry] + scores[urgency],

};

**Step 3: Action - Add Lead to Google Sheets**

* **App**: Google Sheets
* **Action**: Create Spreadsheet Row  
  Add a row to the spreadsheet with the lead’s information and calculated score.

**Step 4: Filter Leads by Score**

* **App**: Filter by Zapier
* **Condition**: Lead Score > 70  
  Separate high-priority leads from those requiring nurturing.

**Step 5a: Action for High-Priority Leads - Send Welcome Email**

* **App**: Gmail
* **Action**: Send Email  
  Send a predefined welcome email to leads with scores above 70.

**Step 5b: Action for Low-Priority Leads - Add to Nurturing Campaign**

* **App**: Google Sheets
* **Action**: Create Spreadsheet Row  
  Add leads with scores below 70 to a separate spreadsheet for nurturing campaigns.

**Workflow Explanation**

1. **Trigger**: Google Form captures lead information.
2. **Lead Scoring**: A JavaScript code block calculates the score based on form responses.
3. **Data Storage**: Lead details and scores are saved to Google Sheets for tracking.
4. **Segmentation**: Leads are filtered by score:
   * **Above 70**: High-priority leads receive an email.
   * **Below 70**: Added to a nurturing spreadsheet.

**Deliverables**

**1. Screenshot of Completed Zap**

The Zap will include:

* Trigger: Google Forms
* Action: Code by Zapier (score calculation)
* Action: Add to Google Sheets
* Filter: Lead Score > 70
* Action (High Priority): Gmail email
* Action (Low Priority): Add to nurturing spreadsheet

**2. Explanation of the Lead Scoring System**

The scoring system prioritizes:

* Larger company sizes (potential for higher revenue).
* Higher budgets for SaaS solutions.
* Technology and finance industries (likely to align with TechNova's offerings).
* Immediate urgency to prioritize leads ready to purchase soon.