enfusen

Lists to Create inside Marketing Automation Platform

Revenue Range
- ✓ Less than $1 mil
- ✓ $1 mil to Less than $5 mill
- ✓ $5 mil to less than $10 mil
- ✓ $10 mil to less than $25 mil
- ✓ $25 to less than $50
- ✓ $50 to less than $100 mil
- ✓ $100 mil to less than $250 mil
- ✓ $250 mil to less than $500 mil
- ✓ $500 mil to less than $1 bil

Job Title
- ✓ President
- ✓ Marketing Personnel
- ✓ Sales Executive
- ✓ C-Suite
- ✓ IT Executive

Note: Add more job titles as your buyer persona outlines (ex. Human Resources)

Employee Range
- ✓ Less than 25
- ✓ 25 to less than 100
- ✓ 100 to less than 500
- ✓ 500 to less than 1,000
- ✓ 1,000 to less than 5,000
- ✓ 5,000+

Lead Score
- ✓ Less than 20
- ✓ 20 to less than 39
- ✓ 40 to 59
- ✓ 60 to 79
- ✓ 80+

Location

Note: Add lists based on the geographic locations you target (example: Ohio, North Carolina, etc.)

Lead Stages

- ✓ 1- Contacts
- ✓ 2- Prospects
- ✓ 3- MQL
- ✓ 4- SQL
- ✓ 5- Opportunity
- ✓ 6- Current Clients

Miscellaneous
- ✓ Not Interested
- ✓ Not Qualified
- ✓ Past Clients
- ✓ Current Employees
- ✓ Past Clients

Custom Fields to create:
- ✓ Not Interested
- ✓ Not Qualified
- ✓ First step in sales process (Ex. completed assessment)
- ✓ Second step in sales process (ex. sent proposal)
- ✓ Current Client
- ✓ Past Client