

Lead Scoring Criteria:

Lead Source:

Referral: 20 points

Organic Search: 15 points

Social Media: 10 points

Paid Ads: 5 points

Industry:

SaaS: 30 points

E-commerce: 25 points

Health Tech: 20 points

Other: 10 points

Job Title:

CEO/Founder: 25 points

Director/VP: 20 points

Manager: 15 points

Staff: 10 points

Interest Level:

Highly Interested: 30 points

Somewhat Interested: 20 points

Not Interested: 5 points

Budget:

High (over \$50K): 40 points

Medium (\$10K - \$50K): 25 points

Low (below \$10K): 10 points

Timeline:

Urgent (within 1 month): 30 points

Medium (1-3 months): 20 points

Long-term (3+ months): 10 points

Total Score Calculation:

The lead's total score is the sum of the points from each of the criteria. For example, if a lead is highly interested, comes from a referral, and is in the SaaS industry, the score would be:

30 (Interest) + 20 (Source) + 30 (Industry) = 80 points.

Lead Scoring Ranges:

70-100 points: High-value leads (target immediately with welcome emails)

40-69 points: Medium-value leads (nurture)

0-39 points: Low-value leads (may require more engagement)