

Seattle Times - Business Lead Scoring Rulebook (Granular, Weighted & Customised)

This scoring framework is designed to help the Sales Team of Seattle Times and its inhouse Marketing Agency to assess whether a business is worth pursuing for advertising opportunities. Each criterion has been assigned a scoring range of 1 to 5, with clear, granular definitions to ensure objective evaluation. This process evaluates the entire business, not individual contacts, and is built to reflect the company's focus on highimpact, ethical, and community-relevant advertising.

Start Here: Check AdPoint Before Scoring

Step 1: Check AdPoint CRM

Always begin by calling the `search_adpoint_customer` action using the normalized business name. This identifies any existing relationship with the Seattle Times. Use fuzzy matching to compare against AdPoint results.

From the AdPoint response, extract the following fields if available:

- CustomerOwner
- Active
- CustomerID
- LocalSegment

If multiple businesses match, prompt the user to select the correct one unless a 90%+ match exists. This relationship data is required to accurately score the 'Past Relationship' criterion later in the process.

Lead Scoring Criteria (Granular Table with Weights)

Criteria	Weight	Score 1	Score 2	Score 3	Score 4	Score 5
Budget (Est. Monthly Ad Spend)	2x	<\$1K	\$1K-\$3K	\$3K-\$7K	\$7K-\$10K	\$10K+

Industry Match	1x	Not consuming / low ad relevance	Somewhat relevant industry, low ad needs	Moderate relevance (e.g., local B2C with small audience)	Strong industry fit (e.g., restaurant, grocery)	Core target vertical (e.g., retail chains, entertainment, health & wellness)
Location Relevance	1x	Outside WA State	WA State but outside Puget Sound	Greater Seattle Area	Central Seattle + other WA locations	Central Seattle with multiple storefronts or hubs
Marketing Maturity <i>(Digital Presence & Ad Experience)</i>	1x	No website, no ads or SEO evidence	Website only, no clear ad presence	Website + light marketing presence	Website + regular digital ads (e.g., Google, Facebook)	Website + multi-platform ad campaigns and analytics footprint
Growth Signals <i>(Funding, expansion, hiring)</i>	1x	No signs of growth	Some hiring or recent activity	New location or PR in last 6 months	Actively expanding (new locations, partnerships)	Recent funding / high visibility growth push
Customer Base Fit <i>(B2C, local relevance)</i>	1x	Pure B2B / niche audiences	Mostly B2B with some B2C activity	Balanced B2B/B2C mix	Primarily B2C with niche local appeal	High-volume B2C with broad local relevance
Past Relationship <i>(Existing or lapsed clients)</i>	1x	No record found in Adpoint (search_adpoint_customer)	Mentioned us online / no history	Inbound interest seen (event, form fill)	Previous advertiser, 1+ campaign	Repeat advertiser or current/past partner

Reputation / Brand Alignment <i>(Social proof & ethical fit)</i>	Gatekeeper (Disqualify if Score = 1)	Negative reviews / questionable ethics	Mixed reputation	Mostly neutral but low visibility	Positive reviews, neutral ethics	Strong positive brand image & community-friendly
Social Media Presence <i>(Reach & activity)</i>	1x	No accounts found	Very low following / inactive	Basic presence on 1–2 platforms	Active presence with audience engagement	Vibrant presence with multi-platform campaigns
Need for Marketing <i>(Business pain or market need)</i>	1x	Appears not interested / passive biz	No need visible, but ad could help	Some need for growth / expansion visible	Clear signs of competition or market push	Urgent or strategic need – they must stand out

Detailed Explanation of Each Criterion

Budget (Weight: 2x): This is one of the most critical indicators. Businesses that can allocate \$10K+/month to advertising demonstrate high potential for partnership. The score should be derived from either known figures, past campaign sizes, or inferred spend from their ad reach.

Industry Match (Weight: 1x): We prioritize consumer-facing sectors that benefit most from local advertising. Top industries include Retail, Restaurants, Grocery, Entertainment, Local Events, and Health & Wellness. Niche B2B or low-marketing sectors score lower.

Location Relevance (Weight: 1x): Seattle-based businesses are our prime targets. Those operating in central Seattle or multiple locations in the city/state show deeper market penetration and higher advertising relevance.

Marketing Maturity (Weight: 1x): Businesses already running ads or with established marketing operations are easier to onboard and faster to convert. Use online presence (website, ad footprints, analytics tools) to score this.

Growth Signals (Weight: 1x): Indicators like job listings, new store openings, PR mentions, or funding announcements reflect a company in growth mode — these companies are more likely to invest in marketing.

Customer Base Fit (Weight: 1x): We prefer businesses targeting local consumers over businesses primarily serving other businesses. Broad B2C reach within the Seattle area is highly valuable.

Past Relationship (Weight: 1x): Familiarity with our brand or past ad campaigns reduces onboarding friction. Check internal systems (AdPoint CRM using search_adpoint_customer) for past clients or inquiries.

Reputation / Brand Alignment (Gatekeeper): We avoid ethically questionable businesses due to our community reputation. Use review platforms (Google, Yelp), Better Business Bureau, and PR mentions to evaluate alignment. If the score is 1 (negative or unethical), the business is disqualified regardless of other scores.

Social Media Presence (Weight: 1x): An active and engaging social media strategy shows marketing awareness and potential for collaboration. Use engagement metrics, ad activity, and follower base as signals.

Need for Marketing (Weight: 1x): Businesses in highly competitive spaces or those showing urgency in growth (e.g., aggressive local competition) are more likely to benefit from our services. Prioritize businesses with marketing pain points.

Scoring Use Notes:

- Score each criterion independently.
- Multiply the raw score by its weight to get the weighted value.
- Sum all weighted values (except Reputation if Score = 1, which disqualifies).
- Businesses scoring below a threshold (e.g., <30/55 weighted) may not be pursued unless strong indicators exist elsewhere.
- This rulebook is designed to work hand-in-hand with your agent, ensuring the system makes intelligent, context-aware decisions based on public information and known relationships.