02
Qualifying a Lead

How do you qualify someone as a lead?

As you now know, a lead is a person who has indicated interest in your company's product or service. Now let's talk about the ways in which someone can actually show that interest.

Essentially, a lead is generated through information collection. That information collection could come as the result of a job seeker showing interest in a position by completing an application for the job, a shopper sharing contact information in exchange for a coupon, or a person filling out a form to download an educational piece of content.

These are just a few of the many ways in which you could qualify someone as a lead. Each of these examples also highlights the fact that the amount of information you can collect to qualify someone as a lead, as well as the that person's level of interest in your company, can vary.

Let's assess each example:

- **Job Application:** Any individual filling out an application form is willing to share a lot of personal information because he/she wants to be considered for the position. Filling out that application shows their true interest in the job, therefore qualifying the person as a lead for the company's recruiting team.

AN INTRODUCTION TO LEAD GENERATION

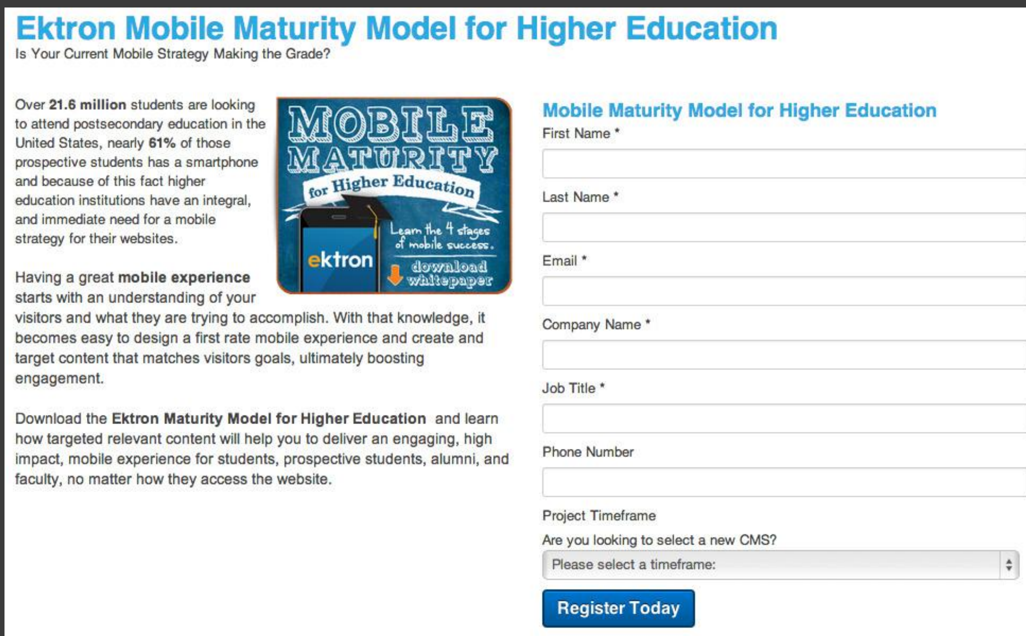
- **Coupon:** Unlike the job application, you probably know very little about someone who has stumbled upon one of your online coupons. But if they find the coupon valuable enough, they may be willing to provide their name and email address in exchange for it. Although it's not a lot of information, it's enough for a business to know that someone has interest in their company.

- **Content:** While the download of a coupon shows an individual has a direct interest in your product or service, content (like an educational ebook or webinar) does not. Therefore, in order to truly understand the nature of the person's interest in your business, you'll probably need to collect more information — you'll need enough information for a sales rep to actually understand whether the person is interested in your product or service, and whether they're a good fit.

These three general examples highlight how lead generation differs from company to company and from person to person. You'll need to collect enough information in order to gauge whether someone has a true, valid interest in your product or service, but knowing how much information is enough information will vary depending on your business.

Customer Case Study

Let's look at Ektron for example. They use educational webinars for lead generation, collecting seven pieces of information from prospective leads.



1. First Name: Basic information needed for communication with the to-be lead.
2. Last Name: Basic information needed for communication with the to-be lead.
3. Email: The email address will allow your business to communicate with the to-be lead through your email marketing campaigns.
4. Company Name: This will give you the ability to research what the business does and how the lead might benefit from your product or service (mainly for B2B).
5. Job Title: Understanding an individual's role in the business will help you understand how to communicate with them. Every brand stakeholder will have a different take and perspective on your offering (mainly for B2B).
6. Phone Number: A phone number will be used for your sales team to actually reach out to the lead and open conversations with him/her.
7. Project Timeframe: Ektron ends with a specific question that will benefit their assessment of how to speak with the lead (used for lead scoring).

That being said, it's important to realise that asking more questions like the one Ektron tacks on to the end of their form helps you generate more qualified leads.

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http://www.marketroutemapping.co.uk/1/post/2013/09/is-your-dinner-being-ruined-by-marketing.html

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Part 3 on Wednesday