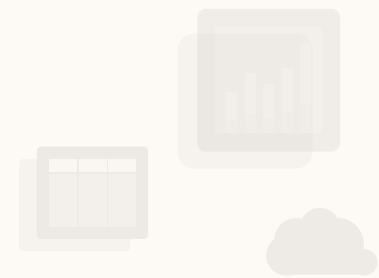**Linked** in Marketing Solutions

Creating an effective lead scoring model

Tips for technology marketers

When it comes to leads, quality outweighs quantity, but how should you assess quality?

It's not just about cost-per-lead (CPL)

Cost-per-lead (CPL) only assesses how much it costs for someone to fill out your form. It doesn't capture the quality of the lead or measure the long-term value that lead will translate into by the end of the buying cycle. Lead scoring is a far more accurate way of understanding the value of your leads.

What is lead scoring?

Lead scoring is a methodology for ranking leads to determine their sales-readiness. Having a lead scoring system in place enables you to determine prospects' current level of interest in your company. This helps you justify the impact of your marketing efforts and serves as a source of insights to shape your outreach and nurture strategy.

What can I do to lower CPL?

CPL can be a natural outcome of your targeting strategy. Campaigns that target small, niche audiences tend to produce higher CPLs than those with broad targeting. To lower your CPL, consider:

1 Targeting pre-nurtured audiences

2 Leveraging LinkedIn Lead Gen Forms

3 Tailoring creative to address where your audience is in the buying cycle

bambooHR®

BambooHR used Single Image Ads to promote thought leadership content, then deployed Message Ads to directly invite engaged prospects to sign up for a demo via a simple, four-field Lead Gen Form. They used website retargeting to nurture visitors who didn't convert with Single Image Ads, effectively improving cost-per-lead efficiency by 40%.

+40% cost-per-lead efficiency

Read the full story

5 steps to creating an effective lead scoring model

snowflake®

Snowflake used Lead Gen Forms to secure attendees for its annual virtual summit. Snowflake's Marketo integration enabled it to create a nurture stream to send personalized gifts to registered prospects. Their sales team was also able to reach out to registrants ahead of the event, facilitating a warm introduction.

1 Agree on what constitutes a Marketing Qualified Lead

This is an important discussion to have with your sales team so that you're aligned on expectations.

2 Share a common view of the customer

Working with your sales team, establish what is important when evaluating quality. Start by asking and answering these questions:

- What is the minimum criteria a lead must pass to become a customer?
- What qualities do current customers have in common?
- What does a successful customer journey look like?
- How long is the sales cycle of a valuable lead vs a low-scoring lead?
- What is the lifetime value or average spend of a valuable lead?

3 Inform your LinkedIn representative

Share your agreed upon criteria for a MQL with your LinkedIn account representative. By keeping them in the loop, they can help ensure that your campaigns are aligned to generate the leads that you consider qualified.

4 Score your leads from 1 to 100

To determine if you've earned a Marketing Qualified Lead, assign a lead score between 1 to 100 based on the lead's fit, engagement with your company, and propensity to buy. You can do this in two ways:

- **By activity.** This means evaluating actions taken via the campaign, such as requesting to be contacted by sales, signing up for a free trial, or registering for an event.
- **By demographics.** This approach involves assessing if the lead fits your ideal customer attributes in terms of job title/function/seniority, industry, or audience segment.

5 Set up integration with your marketing automation system

This will enable leads to flow into your system for efficient scoring and quick access by your sales team for outreach and nurture. The LinkedIn Marketing Solutions Partner Program features approved providers that you can leverage to meet your objectives. Partners like Marketo and Oracle Marketing Cloud can help you pass leads from Lead Gen Forms to your lead management system of choice. **Learn more about LinkedIn's marketing partners.**