

guide

The Art of Page Scoring



spotler

The art of page scoring

How it generates leads quantified against your sales cycle

Introduction

Simply knowing who is on your web site is not enough, so we have worked tirelessly to produce a methodology which shows, based on pages viewed over time, where organisations are in the buying cycle so you know when and how to engage the sales process.

The internet is changing the buying cycle, a larger majority than ever of buying is done online without the knowledge of the selling company, we are going to light them up for you by telling you Who's on When, Who's on Where, Who's on What.

The basic methodology is built on the basis that content on different pages on your site fits into several categories.

The regular (or not) interaction with these categories produces different values and positions the visiting company into the buying cycle at different stages. You then determine how to engage with the different companies at different stages in the sales cycle.

In effect some pages on your website are better than others at indicating visitor buying behaviour so we've given you the ability to score on a per-page basis.

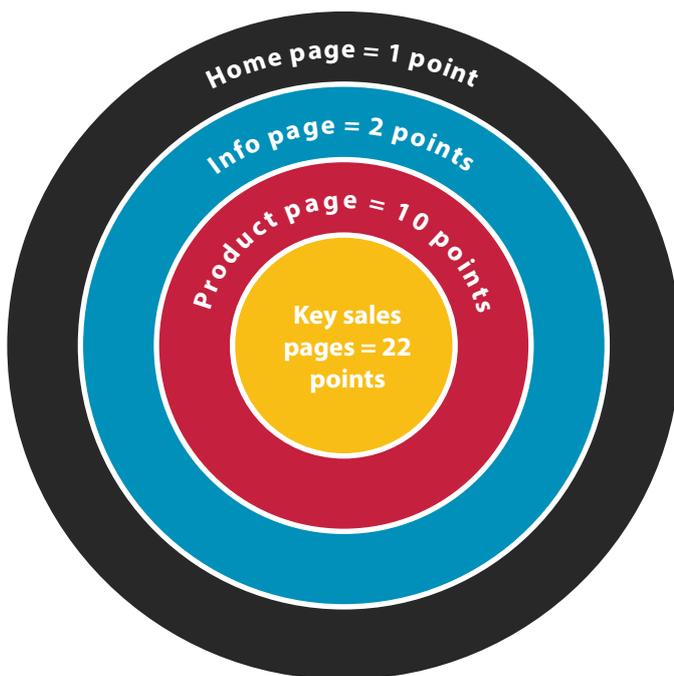
This means that if you want the 'book a demo page' or a visit to your pricing page to score 50 points, it can. Alternatively you may want to take points off for visits to your careers page, this is also possible.



Scoring the pages

First of all we establish different page types, for technology companies the following example is how we deliver page scoring “out of the box”.

| | |
|-------------------|--|
| Information pages | 2 points (news pages, blogs, company information, industry briefings) |
| Product pages | 10 points (technical descriptions, whitepapers, overviews) |
| Key sales pages | 22 points (contact forms, pricing pages, demo request) |



Info pages

- News
- Blog

Product pages

- Technical specifications
- Whitepapers

Key sales pages

- Pricing
- Demo
- Contact

| | |
|---------|------------|
| 0 - 10 | Interested |
| 10 - 25 | Cold lead |
| 25 - 50 | Warm lead |
| 50+ | Hot lead |

By monitoring activity over time on different types of pages we can begin to forecast where we believe organisations are in their buying cycle by monitoring their page score.

Grouping the leads

Now we have a series of companies who are being profiled, we need a set of criteria on how to view and who to engage with. This is simply done by aggregating score per account.

| Page score | | Buying cycle stage | Sales / marketing action |
|---------------------------------------|------------------|---|---|
| 0 - 10 | Interested | Identifying needs | Monitor / email |
| 10 - 25 | Cold lead | Visualise solutions | Monitor / email |
| 25 - 50 | Warm lead | Evaluate alternatives | Telesales / email |
| 50+ | Hot lead | Preparing for negotiations, terms and placing order | Sales engagement / suppress from emails |
| Sales rejects - reset value to nil | Rejected because | | |

Companies at similar stages in the pipeline are grouped together and displayed to allow easy monitoring, you can quickly review who is at what stage and implement the appropriate strategies.

Now instead of discarding the countless leads because they don't immediately behave in a sales-ready manner – ie call you or request contact – you can now see based on appoint scoring methodology where they are with the sales cycle.

You can even go 'crazy' and nurture them to potentially grow into "hot" leads using a lead nurturing programme. These usually produce more closed deals and revenue growth compared to the more traditional methods. So implement the page scoring correctly and you'll start seeing the higher quality leads appear – the sales department may even say thank you!

Let us show you the leads you didn't know were on your website

If you are new to [page scoring](#) and lead scoring as a whole, let us show you what you're missing.

Start seeing new leads and even nurturing them effectively based on their behaviour on your site.

Sign up for a free trial today

www.communigator.co.uk/products/gatorleads



See ya
later,
alligator!



spotler

SpotlerUK is one of the leading B2B marketing automation & lead generation software providers in the UK.

Offering an all-in-one inbound and outbound marketing software, SpotlerUK provides everything you need to launch effective marketing campaigns that generate leads and engages your audiences.

To read all the juicy details of what the platform offers and how we can help your business jump on over to our website: spotler.co.uk.

Or for more on all things marketing and sales related, visit our blog: spotler.co.uk/blog or sign up to our newsletter: spotler.co.uk/newsletter.

If you want to say 'hello', give us a call: +44 (0)1483 411 911

SpotlerUK

3 The Billings Walnut Tree Close
Guildford Surrey GU1 4UL

info@spotler.co.uk

This document and its contents are proprietary to CommuniGator or its licensors. No part of this document may be copied, reproduced or transmitted to any third party in any form without SpotlerUK's prior written consent.

Our products and services include:

MarketingAutomation | **GatorMail** | **GatorLeads** | **GatorEvents** | **GatorDocs**
GatorSurvey | **GatorSocial** | **GatorData** | **CRM Integration** | **Managed Services**