MQL PLAYBOOK

PUTTING YOUR IDEAL CLIENT PROFILE TO WORK

MQL VS SQL

MQL (Marketing Qualified Leads) and SQL (Sales Qualified Leads) are important designations in your pipeline, and help you understand where you need to put your efforts most.

NO MQLS?

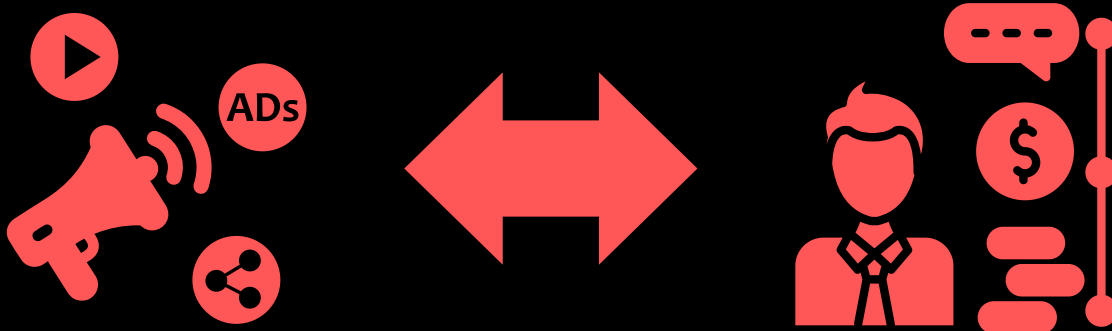Work on your marketing.

NO SQLS?

Revisit the sales process.

WHAT'S THE DIFFERENCE?

MQL LEADS

They've read a blog, watched a video, engaged on social, engaged with a marketing campaign, etc.

SQL LEADS

They have the right budget, authority, need, and timeline.

The switch from MQL to SQL happens at the **middle to bottom of the funnel**, when they've indicated that they're ready for direct sales contact.

LEAD SCORING

The Lead Scorecard is a strategic tool that helps marketing teams know which prospects to focus on. It helps prioritize leads based on their potential to become customers, ensuring your team focuses on the most promising prospects.

Information provided by the ICP

Provided by marketing streams, such as gated assets or "learn more" forms

Assign values based on most to least important.

BASELINE			
QUALIFYING ATTRIBUTE	TARGET	QUALIFIED?	SCORE (=50)
YEARS IN BUSINESS	~ 3	Yes (4)	8
ANNUAL REVENUE	~ $1.5M	No ($1M)	10
HEADCOUNT	~ 25	Yes (30)	8
LOCATION	North America, LATAM	Yes (NA)	8
INDUSTRY	Tech, SaaS, Managed Service	No (Finance)	8
TYPE	B2B2C	Yes (B2B)	8

The BASELINE SCORE must equal 50.

For this example, we divided 50 by 6 attributes.

We added the remainder to annual revenue, because it's key for understanding which of our services to offer.

When using the scorecard for cold leads, the baseline score is the only score you use.

PROSPECT SCORING		COLD LIST SCORING
QUAL. RANGE = 70-100	MQL	QUAL. RANGE = 30 - 50
QUAL. RANGE = 50-69	LEAD	QUAL. RANGE = 17 - 30
QUAL. RANGE = 0-49	PROSPECT	QUAL. RANGE = 0-16

LEAD SCORING

Once you have the baseline set, add your Awareness, Engagement, and Enablement touchpoints. You get this information from your sales team.

The question to ask: **Which touchpoints are the best predictors of conversion?**

Touchpoints provided by sales

Provided by marketing data

AWARENESS (TOFU)		
QUALIFYING TOUCHPOINT	QUALIFIED?	SCORE (=50)
FOLLOW US ON SOCIAL	Yes	3
ENGAGED ON SOCIAL	No ($1M)	6
ENGAGEMENT (MOFU)		
COMPLETED ANY FORM	Yes	8
DOWNLOADED AN ASSET	No	10
ENABLEMENT (BOFU)		
ASKED FOR A DEMO	Yes	11
COMPLETED THE SALES FORM	No	12

The **TOTAL TOUCHPOINT SCORE** must equal 50.

It's great if they follow us on social, but engaging is more important, so it has a higher score.

Enablement actions are more important than awareness and engagement, so it has the highest scoring.

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THE MQL PLAYBOOK

BASELINE			
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ANNUAL REVENUE			
HEADCOUNT			
LOCATION			
INDUSTRY			
TYPE			

AWARENESS (TOFU)		
QUALIFYING TOUCHPOINT	QUALIFIED?	SCORE (=50)
ENGAGEMENT (MOFU)		
ENABLEMENT (BOFU)		

NOTES