

FY08Q3 Lead Generation and Supporting Activities

Overview

Lead generation is a critical activity for [REDACTED]. With a limited sales force and relatively low market awareness for its current enterprise-strength product line, [REDACTED] must leverage a variety of outbound marketing tools to spread the word throughout the market and to develop a pool of qualified leads for the sales force to nurture and close. The lead generation campaign must generate [REDACTED] in FY08Q3 revenue, in addition to building a \$[REDACTED] pipeline for Q4.

Since no lead generation program testing has been conducted in the past, in FY08Q3 the overarching strategy will be to spread the budget around to several of the top tier sites to test which perform the best. Likewise, we will be testing a variety of programs, to determine the relative level of effectiveness of each. While the group will be “testing” a variety of media and techniques to determine what works best for this particular market, the campaign will adhere to proven “best practices”, and follow the advice of experts in this field, as well as to draw from practical experience that already exists within the team.

High-Level Strategy

In general, there are two ways of approaching a lead generation campaign. One way is to develop the program to generate as many leads as possible, thereby maximizing the possible number of prospects. The other way is to concentrate on the *quality* of leads generated from the campaign, and therefore be more selective in the generation process. The result is a relatively small pool of leads, but with a higher close rate than can be attained via the maximization approach.

The maximization approach is typically more appropriate for companies with a substantial marketing budget, coupled with a large sales force which is capable of following up with the generated leads. With the relatively small [REDACTED] marketing budget, coupled with a small, busy sales force, the lower volume, higher quality lead generation approach is more appropriate. Therefore, it is the latter of these strategies that will be taken in the development and implementation of this campaign.

The learning garnered from this quarter will be of great assistance in planning the campaigns for future quarters. We will continuously refine the program to eliminate underperforming campaign components, while further leveraging successful components – and, of course, testing new methods, as well.

Target Market

The target for this campaign is defined as somebody who:

- works at a mid-market company with multiple locations (at least two, but preferably 5+)
- is either the decision maker or heavily involved in the purchase decision process
- has a project in mind (preferably to be implemented w/in the next 6 months, but we'll take upwards of a year)
- is willing to meet a [REDACTED], to further discuss their storage needs

Unlike past lead generation campaigns, we will not exclude prospective leads based on job title or industry. However, “extra” Eloqua points will be awarded to leads that are in retail or banking/financial, since these have been determined to be key verticals for the business unit.

Specific Focus On Vertical Markets

In addition to the target market traits discussed above, through this campaign, [REDACTED] has a stated goal to obtain [REDACTED] opportunities in the retail, video archive, and video surveillance vertical markets.

Lead Disposition

In general, lead scores will reflect the following disposition:

Lead Rating	Lead Disposition	Associated Action
D (<20 points)	Engages with primary asset only (initial bait, which is lightly gated)	
C (20-49 points)	Engages with primary and secondary assets, including answering the qualification questions	
B (50-69 points)	Qualification questions are confirmed accurate ("scrubbed").	These leads would go to telemarketing for TQL qualification
A (70+ points)	Qualification questions reveal that the prospect has a project within the next six months, has multiple locations, and is heavily involved in the purchase process	These leads would go directly to SFDC

Point Value Assignments

While the table above provides an overview of the anticipated disposition of the leads, the list below provides the specific point assignment for each action or demographic trait exhibited by the lead. These point assignments will be entered into Eloqua and employed to score each captured lead.

Action/Trait	Point Value
Download at least one white paper and provide valid contact information	5 points
Answer qualification questions	10 points
2-5 sites	5 points
6-20 sites	10 points
21-100 sites	20 points
100+ sites	30 points
Level of influence = evaluator	10 points
Level of influence = heavily influence	20 points
Level of influence = decision maker	30 points
Timeframe = 7-12 months	10 points
Timeframe = 4-6 months	20 points
Timeframe = 0-3 months	30 points
Industry = retail or financial	10 points
Vertical solution = video archive or video surveillance	10 points

Measurements of Success

Given the strategy discussed above, success will *not* be measured by any front end analysis, such as the number of raw leads that are generated or cost per lead (CPL). Rather, the success of the overall success of the program can only be assessed at the very end, once all leads have been assessed and categorized, then properly nurtured by sales, as appropriate. At this point, the close rate and the overall ROI of the program investment can be measured.

The goal of the Q3 lead generation program is to earn a 3x ROI for a total of █████ in closed business. Though much of the results of this campaign will come to fruition in FY08Q4, █████ of this business must close in Q3. To determine the required number of scrubbed leads, the following assumptions will be employed:

- Rate of scrubbed leads to TQL: 1 TQL for every 8 scrubbed leads delivered
- Rate of TQL to close: 1 out of ever 3 TQLs will close
- Average anticipated deal size: █████

Additionally, as stated above, a significant success metric for this campaign will be to obtain 36 opportunities in the retail, video archiving, and video surveillance vertical markets.

