

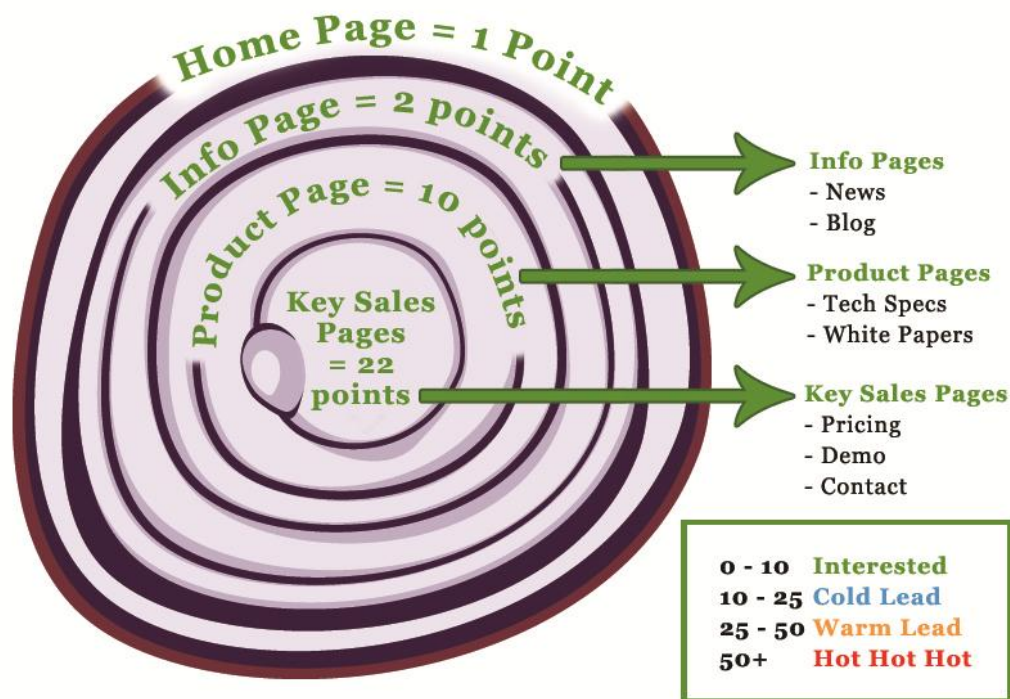
The ART of Page Scoring and how it generates Leads, Quantified against your sales cycle

The Art of Page Scoring

Simply knowing who is on your web site is not enough here at Team WOW. We have worked tirelessly to produce a methodology which also tries to show, 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 - WOW

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 through your skills then determine how to engage with the different companies at different stages in the sales cycle.



Scoring the Pages

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

Information Pages = 2 points (e.g. News pages, blogs and company information, industry briefings)

Product Pages = 10 Points (technical descriptions, white papers or overviews)

Key Sales Pages = 22 points (contact me forms, pricing pages, sign up for a demo)

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	Tele Sales / 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.

