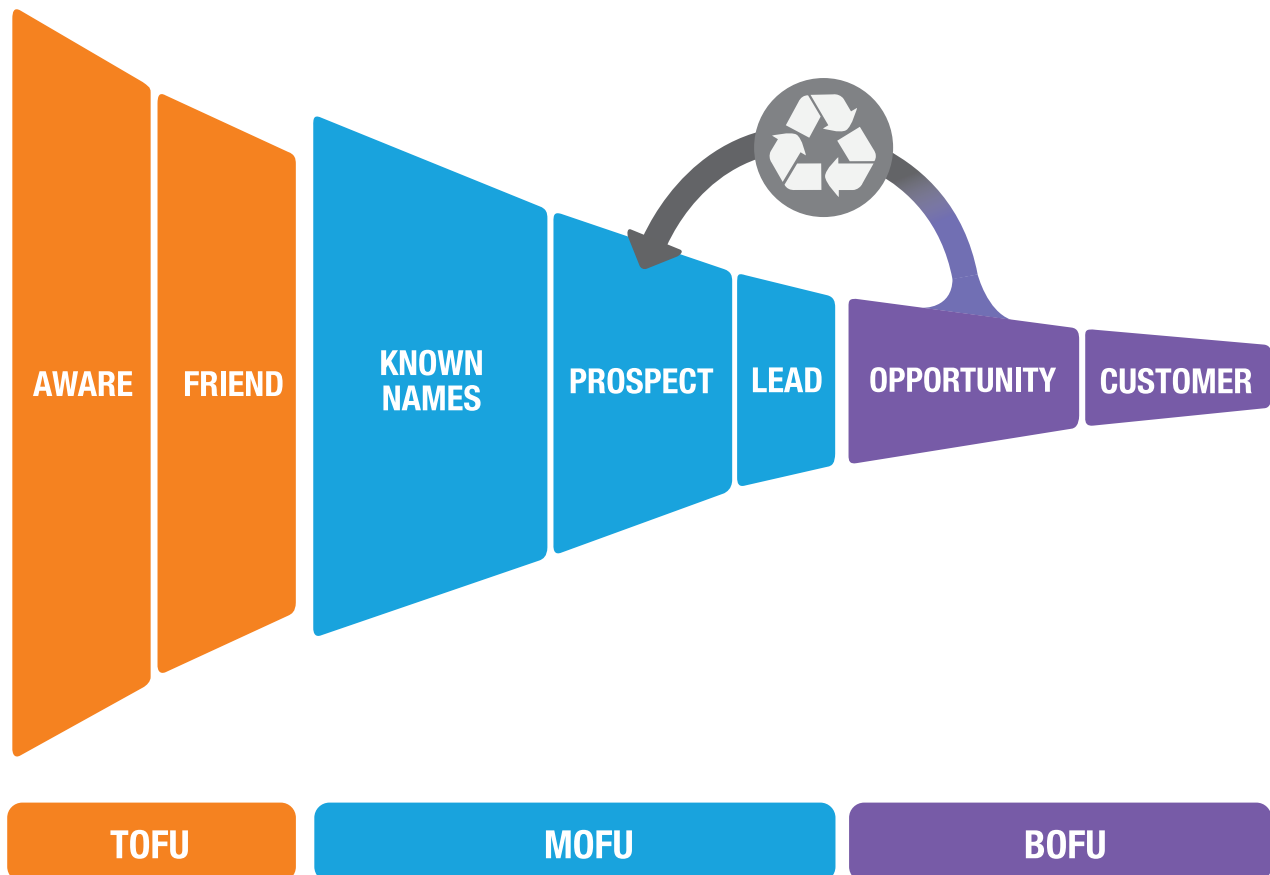


MAPPING LEAD GENERATION TO YOUR SALES FUNNEL

Understand your lead's buying journey. Revenue funnels may vary between companies, but we'll use Marketo's funnel to show how buyer intent and campaigns can be mapped to different stages.



At Marketo, we break our funnel up into three parts: Top-of-Funnel, Middle-of-Funnel, and Bottom-of-Funnel.

Top-of-Funnel (TOFU)

A person in this buying phase is at the beginning of your sales and marketing funnel, and is aware of your product or service but is not ready to buy. Individuals in the TOFU stage should be primarily offered educational materials.

We break the TOFU stage down into three sub-stages:

- **Name:** This indicates an individual whose name has officially entered our database—but names are just names, not leads. Names are not yet engaged with our company—just because they dropped their business cards in a fishbowl at an event doesn't make them actual leads.
- **Engaged:** We don't move names into the next stage until they have had a meaningful interaction with us. Engaged individuals know they are in our system, and they expect us to email and communicate with them over time.
- **Target:** Once an individual has engaged, we use our lead scoring to find out whether they are a qualified potential buyer—which means they fit our demographic and behavioral criteria.

Middle-of-Funnel (MOFU)

This buying phase occurs in the middle of your sales and marketing funnel. A person arrives here after he or she has displayed buying behavior, engaged with your content, and is potentially a sales lead. Your offers for MOFU leads are still educational, but they will be more geared towards your product or service—in Marketo's case, buying guides or ROI calculators.

We break the MOFU stage down into two sub-stages:

- **Lead:** This stage is where a target actually becomes a lead. At Marketo, we score our targets using Marketo's lead scoring capabilities. When our scoring suggests that it's time to reach out, we connect with them personally. Once an SDR (Sales Development Rep) has a conversation with them, we convert them into an official sales lead. And if they are not yet ready to buy, we can recycle them back to the target stage for more nurturing.

Note: the majority of leads are not sales ready. This doesn't mean the SDR's conversation was a waste of time—human interaction is an important part of developing (or nurturing) the relationship.

- **Sales Lead:** If leads are qualified buyers, the SDR then passes them to an AE (Account Executive). That sales rep has seven days to either turn the sales lead into an opportunity and have a sales interaction, or to send that lead back to marketing for more nurturing.

Bottom-of-Funnel (BOFU)

This buying phase occurs at the bottom of your funnel, and indicates that your lead is close to becoming a customer. Your offers for BOFU leads are very specific to your product or service—think datasheets and pricing guides.

We break the BOFU stage down into two sub-stages:

- **Opportunity:** At Marketo, only sales reps can create opportunities. Leads in this stage are sales accepted and are actively being worked by sales. In fact, opportunities are how both our marketing department and SDRs get paid. We actually maintain an opportunity quota to make sure enough opportunities are created each period. Note: if people are paid based on opportunity creation, opportunities require a very solid, agreed-upon definition. They can not be subjective.
- **Customer:** Lastly, we have the customer stage! These are closed-won deals.

Marketing Software. Easy, Powerful, Complete.

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 190 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.



www.marketo.com
blog.marketo.com

Contact Marketo:
+1.877.260.6586
sales@marketo.com