

# Build a Social-Minded Lead Scoring Model

## The Marketer's Guide

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## Where Social Meets Lead Scoring

Demand gen marketers and social media marketers are often the awkward cousins of the marketing department. They know they're both driving towards the same goals--new leads, increased engagement, higher conversion rates--but their tactics are somewhat distanced from each other. They know that social media influences purchasing behavior, but how and when and why?

Tracking social activities through the demand gen pipeline is a glaring gap in most marketing organizations. However, a data-driven approach to social media marketing can help accelerate demand generation, and it starts with lead scoring off of social activities.

### The Importance of Lead Scoring

We will never have enough time to follow up with every lead. It's the unfortunate truth of demand generation. Lead scoring, based on indicators of interest and qualified lead personas, helps marketing and sales professionals spend their time efficiently.

"Lead scoring helps marketing and sales teams identify ready-to-buy individuals or organizations and the leads that need ongoing nurturing. Using scoring information, companies can drive marketing and sales productivity, and increase revenue more quickly."

-A *Definitive Guide to Lead Scoring*  
from Marketo

"A lead scoring model quantifies for marketers what types of leads or lead characteristics matter most. This helps marketing more effectively target its inbound and outbound programs and deliver more high-quality leads to sales."

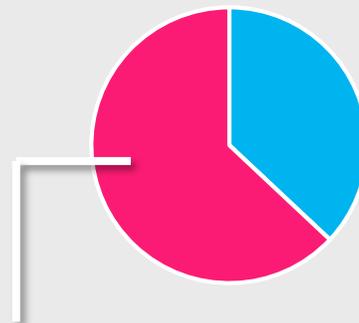
-Jay Famico, Practice Director  
at SiriusDecisions

### Why Social Lead Scoring Matters

Everyone is on social. Increasingly, they're using it as a source of information and learning. According to the **Digital in 2016** report from We Are Social, a leading social media agency and research firm, there are 2.3 billion active social media users around the world, an increase of 10% in the last year. In Europe, users spend around 1.5 hours each day on social media; in North and South America, usage increase to over 2 hours each day. All that time isn't spent on status updates and tagging pictures alone.

People are using social media for breaking news, updates from their friends and family, and yes,

even information on products or services. A **2015 Deloitte report** noted that nearly one in three U.S. consumers are influenced by social media in their purchases. For marketers, this is the tip of the buyer's journey, before awareness and well before research or consideration. Social activities provide the best indicators of top-of-funnel interest. Not only is your target audience already receiving opinion-swaying content on social, they're actively posting, liking, responding, and following the topics that matter to them.



63% of active users report that social media is one of their primary sources of information, according to the latest Pew Research Center **Social Media and News Survey**.

Traditional lead scoring activities, such as email engagement or website visits, only capture behavior once a prospect is in the buyer's journey and already knows who you are. Even search keywords imply someone already looking for a solution. With social media in your lead scoring model, you can extend trackable buyer behavior back to the very first moment a lead expresses an interest or recognizes a pain-point. **Without social, you have a large blind spot in your demand generation data**

## Behavioral Scoring

Real-time marketing starts with real-time data. There's no better place to find real-time data on your leads' activities than the platforms where they spend multiple hours every day.

### What's a Tweet Worth?

Below, we've listed out some suggestions of how to score social activities, compared to your existing lead scoring model. Use this as a starting point, but you'll need to take some time and determine the right relative values for your company and target audience.

- ✓ A **Click** on social post is equivalent to a click from an email campaign or paid ad.
- ✓ A **Retweet** is higher than a click. You can assume the lead visited the content and is now endorsing and actively engaging with it. Make it equivalent to an email click *plus* 5 website visits.
- ✓ A **Follow** is a proactive step to subscribe to the content in your stream and should be equivalent to a blog or newsletter subscribe.
- ✓ A **DM Reply** requires a small amount of personal investment and shows specific interest, just like a white paper download or registering for a webinar.
- ✓ A **Public Reply** to a post is slightly less meaningful than a private direct message but more so than a newsletter subscription. Score it somewhere in the middle.
- ✓ A **Keyword** used in a social post is similar to an SEO keyword that brings someone to your site. Both express vocal interest in the topic and should be scored equally.

### Inferred Social Scoring

While explicit actions with your brand or high-value keywords can demonstrate real-time interest, other social behaviors can also give insights into a lead's mindset.

Followers of certain Twitter handles or LinkedIn groups are expressions of interest you can score alongside posts and clicks. Followers of brand handles often imply people who may be using those products or considering those products, and followers of an industry influencer are probably interested in learning more about your space. Followers of your competitors are likely in the consideration stage or have gone through it already: give these leads high scores.

### Example

My company InfoFast Infographics is the title sponsor of the upcoming Infographics World Fair, an industry-leading conference where every attendee is a qualified lead. I want to track and increase lead scores by 15 points for everyone who uses the conference hashtag #InfographicsWorld because they are likely attending the conference or at least following its activity.

### Pro Tip

Most behavioral scoring models include negative scoring for a lack of activity over a period of time, but be careful with social. Unlike email marketing, in which not opening an email for a month signifies a lead going cold, a quiet lead on social media could mean someone who hasn't logged into Twitter in a while or isn't seeing your content in their stream. Social is not a push channel like email.

## Demographic Scoring

Real-time user behavior makes social media a no-brainer for behavioral scoring, but it also means you have access to the most up-to-date demographic data on your leads.

### An Accurate & Up-to-Date Look at Your Leads

Most marketing teams fill in data about their leads over time, through form fills on gated content, prospecting calls, or data append services. When leads first enter the database, they often come with only a name, email address, and maybe a company, especially for companies generating leads through bought lists.

Social media rounds out this data instantly with the wealth of public information available on social profiles. Better yet, social profiles are updated by the user themselves, so you can assume a high accuracy in job title, current company, and location. Most social users like to keep their public profiles up-to-date, so social media becomes your most up-to-date data as well.

### Using Social Profiles

Start with the basics. A profile on almost any social media site will include a person's name and location, and most people include their job title and company directly in their profiles as well. But pay attention to the language your audience uses. Job titles on social profiles are input by the user, and they might not match your predefined

form settings for job title. Rather, it's like a free form text field, and you want to capture all the values.

#### Example

InfoFast Infographics' best customers are content marketing managers. On my website forms, this is one of a handful of job titles that can be selected, and most leads with a content marketing role will choose this title without a problem. However, content marketers are creative people by design, and it shows on social. I notice that many of my qualified leads are using terms like Content Marketing Guru and Inbound Marketing Pro. I need to adjust my lead scoring rules to make sure these variations are captured and assigned the same score as Content Marketing Manager.

In addition to explicit demographic information, data such as follower size or Klout score are good indicators of an active social presence, which could be useful information for targeting influencers or scoring leads as part of a referral program.

### Pro Tip

Check the corporate social profile of a lead's company. A high follower size indicates a company with influence in their industry and a well-developed social media strategy. This doesn't always translate to company size directly, but it can be a good data point when lacking other information.

## Convert Leads Faster

Lead scoring alone doesn't accelerate demand gen. The real benefit comes with taking the best actions at the right time, based on the data you've been tracking.

### Fast-Track Through Nurture

Socially engaged leads move faster through the demand gen pipeline. Move leads with high behavioral social scores to deeper-funnel content and place them closer to the sale.

#### Example

Within my existing lead scoring model, leads who reach a behavioral score of 25 are usually in consideration mode. If a lead reaches 15 behavioral points from social activities, I'll move them to my bottom-of-funnel nurture program to receive case studies and free trial CTAs.

### Send Relevant Content

Send the right content to the right leads at the right time. Use social data as the matchmaker between a lead's expressed interest in real-time and the perfect piece of content.

#### Example

InfoFast Infographics did a webinar last month with the content marketing industry's top influencer. When a lead Retweets or starts following that influencer, I put them in an automated program to receive the on-demand recording from the webinar. Since the lead has already indicated that they respect this influencer's opinion, our joint webinar is definitely content that they'll want.

### Alert Team Members to Engage

When a high-value lead takes a high-value action on social, don't miss the opportunity. Fast-track the lead to Sales to contact immediately. Include the social activity, so the sales rep can reference it in their discovery call. Users post on social media to be seen, so it's an easy way for Sales to engage on a personal level. Alternatively, alert the social media team to engage with the lead while they're on social and posting in real-time.

#### Example

A high-value lead is Tweeting about Infographics World Fair, which we're sponsoring next week. My marketing automation platform will send an alert directly to the lead's sales rep to setup an in-person demo meeting at the event, while the social team sends them an invite to our exclusive after-party.



### Pro Tip

Most marketing departments are already tracking mentions of their competitors, and the same process can be extended to social lead monitoring. If a high-scoring lead is Tweeting with or about a key competitor, alert your social media team to make sure your brand is represented in the conversation.

## Attribution & Analysis

A lead scoring model is always a work-in-progress, as you determine which activities are the best aligned to the buyer's journey. Start by getting social activity data onto your lead records.

### Regression Analysis

Whether or not you activate social in your lead scoring model right away, track all activities that you deem valuable. Analyze your pipeline after 1-3 months, and focus on how social contributed to demand gen. In particular, in which segments did socially engaged leads convert faster? Which social activities led to a higher conversion rate? This analysis can form the basis of your social lead scoring model.

### Prove the ROI of Social

Know the success of your existing efforts, and more importantly, start establishing revenue-based goals for your social media marketing. Attribute revenue to the social channel alongside your other demand gen channels, based on leads who were socially engaged before conversion. Adding social activities to your lead records finally allows for multi-touch attribution from your organic social marketing efforts. Empower your social media team to accelerate demand generation.

**44.1%**

Average email open rate from socially engaged leads

**6.0%**

Average email click-through rate from socially engaged leads

## Next Steps

Start by identifying your opportunities. Compare your lead database to your social media followers to see where socially engaged leads are in your funnel. Discover how many users you're already in contact with on social but are missing from your database and not receiving your marketing content. Then, start adding social activities to your lead database and follow up with the most qualified leads.

Socedo offers a **Free Social Lead Report** to HubSpot, Marketo, and Salesforce users in order to help identify how many of your existing leads are on Twitter, how many of your leads are waiting to be engaged on Twitter, and how many of your Twitter followers are missing from your lead database. Socedo's Social Lead Monitoring enables businesses to capture new leads, sync social activities, and accelerate demand gen with social data.