

Prospecting Leads Part 2: “How do I qualify leads?”

Introducing KPI's: “KPI” stands for key-performance-indicator. A performance indicator or key performance indicator (KPI) is a type of performance measurement. KPIs evaluate the success of an organization or of a particular activity (such as projects, programs, products and other initiatives) in which it engages. Below is a list of important KPI's that must be met before we target a business. If any one of the following KPI's has been met then the lead source can be considered as qualified.

Website Development KPI's:

1. No website
2. A low quality website
3. Unresponsive website
4. An incomplete website
5. Has expressed interest in a new website
6. Does not have a Blog
7. Does not have ecommerce
8. Has a poor SEO score through www.Seositecheckup.com

Software Development KPI's:

1. Has obviously automatable tasks
2. Has expressed interest in software development
3. Has complained about “being too busy”
4. Is paying an increased monthly rate
5. Is running a process which operating costs could be eliminated through automation

Digital Marketing KPI's:

1. Has expressed need for increased digital presence or marketing

2. No social presence on one or more *relevant* platform(s)
3. Likes/follower count of <1,000
4. Have low posting frequency
5. Have consistently low rates of post engagement (reactions, comments, shares)
6. Do not properly diversify post-type (image, video, text/link-only)
7. Is spending too much on digital marketing efforts based on industry standard ROI rate
8. E-commerce website with little to no paid promotion on digital platforms

Video Production KPI's:

1. Has promoted content that is not a video
2. Has expressed interest in video production
3. Is running a promotion that is currently costing them an ongoing fee
4. If they already own a video but the quality of the video is low

What this means: If a prospective lead matches any of the above criteria they are considered qualified. We do not want to target any leads that do not match the above criteria. We only want to reach out to prospective clients that match 1 if not all of the criteria.