



Convincing your sales team to use GatorLeads

(you'd think it'd be easy)

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4D Introductions

- IT Consultant
- Traditional Advertising Agency (TV, Radio, Print)
- Digital Marketing Agency
- Magician
- Started two companies
- MD of 4D Data Centres (11 yrs)



4D Quick background

- 4D chose 'Wow Analytics' 4 years ago
- Invested time (and money) setting it up
- Sales loved it - for the first 2 weeks...
- ...then stopped using it



5 things that went wrong?

1. Our scoring wasn't very good
2. 'New Page Filters' incorrectly setup & priorities were wrong
3. Too many alerts - ended up being ignored
4. SF integration wasn't set up properly
5. Marketing left sales to their own devices (no process)



Conditions for change

- 'GatorMail' (eShots) worked too well for 3 years
- GatorLeads was validating inbound opps (so it worked in principle)
- We were spending more on PPC and SEO and wanted to convert this activity into sales
- GDPR forced us to review everything



GatorLeads 2.0

- Wiped our scoring system and started from scratch
- Set up proper 'New Page Filters'

New Page Filters

CLIENT ADMIN

- [Embed Tracking](#)
- [Manage Users](#)
- [Reporting](#)
- [Change Skin](#)

PAGE ADMIN

- [Page Scores](#)
- [Categories](#)
- [New<-> Page Filters](#)
- [Site Labels](#)
- [Lead Bands](#)
- [Advanced](#)

INTEGRATION ADMIN

- [CRM](#)

These filters are applied to new pages that are detected, and applied in the order defined below. Once a filter is matched, the new page is configured


1 2 3

Filter	Category	Block	Score
Contains "/thank-you"	Main Website Activity	False	0
Contains "/get-quote"	Main Website Activity	False	12
Contains "/cloud"	Cloud	False	3
Contains "/colocation"	Main Website Activity	False	3
Contains "/connectivity"	Main Website Activity	False	3
Contains "/free-cloud-trial"	Main Website Activity	False	3
Contains "/portals"	Portal Websites Activity	False	-50



GatorLeads 2.0

- Added in prefixes to landing pages:
 - AW for Adwords
 - LI for LinkedIn
 - BG for Bing
- Set up proper alerts



Create your own customised alerts based on any of the activity of companies on your website.
You may only have **20** alerts enabled. If you require more alerts enabled please contact sales to purchase more.

[Create New Alert](#)

Name	First Ran	Next Run	Frequency	State	
4DG AdWords Launch Campaign	2016-11-02 11:00	2018-11-16 18:00	Hourly	<input checked="" type="checkbox"/>	320 leads from 230 alerts
AdWords Leads	2018-08-09 18:00	2018-11-16 18:00	Hourly	<input checked="" type="checkbox"/>	140 leads from 130 alerts
LinkedIn Leads	2018-08-09 18:00	2018-11-16 18:00	Hourly	<input checked="" type="checkbox"/>	11 leads from 10 alerts



GL Process 2.0 (Reports)

- Sync data with SF (great for reporting)

GatorLeads Week Score	GatorLeads Month Score	Industry Sector 1 Name	Last Visit Date ↓	Employee Band	Revenue Band	Website Visitor Type
5	5	Telecommunications	15/11/2018 14:08	20 - 50	£1M to £5M	Lead
1	1	-	15/11/2018 13:36	Unknown	Unknown	Lead
3	3	Media & Internet	15/11/2018 13:34	5 - 10	£1M to £5M	Lead
4	21	Manufacturing	15/11/2018 12:31	100 - 250	£25M to £50M	Lead
48	210	Education	15/11/2018 10:50	500 - 1,000	Unknown	Lead
4	19	Software	15/11/2018 10:00	50 - 100	£1M to £5M	Lead





GL Process 2.0 (Web Hits)

- Detailed info, linked to existing SF accounts

Action	Website Hit Name	URL	Date and Time
Edit Del	1st Line Support Technician 4D	https://www.4d-dc.com/support-technician	13/11/2018 15:15
Edit Del	Network Engineer 4D	https://www.4d-dc.com/careers/network-engineer	13/11/2018 15:15
Edit Del	About 4D UK cloud, connectivity and colocation p	https://www.4d-dc.com/about-us	13/11/2018 15:15
Edit Del	Jack Bedell-Pearce 4D	https://www.4d-dc.com/jack-bedell-pearce	13/11/2018 15:15
Edit Del	Case Studies 4D	https://www.4d-dc.com/knowledge/case-studies	13/11/2018 15:08
Edit Del	Surrey Data Centre Tier 3 Colocation from 4D	https://www.4d-dc.com/data-centre/surrey	13/11/2018 15:07
Edit Del	Steve Wright 4D	https://www.4d-dc.com/steve-wright	13/11/2018 15:07
Edit Del	David Barker 4D	https://www.4d-dc.com/david-barker	13/11/2018 15:07
Edit Del	About 4D UK cloud, connectivity and colocation p	https://www.4d-dc.com/about-us	13/11/2018 15:07
Edit Del	UK Data Centres Colocation, Cloud and Connectivi	https://www.4d-dc.com/	13/11/2018 15:07
Edit Del	Surrey Data Centre Tier 3 Colocation from 4D	https://www.4d-dc.com/data-centre/surrey	13/11/2018 15:06
Edit Del	Contact 4D Sales, Support	https://www.4d-dc.com/contact	13/11/2018 15:06
Edit Del	Surrey Data Centre Tier 3 Colocation from 4D	https://www.4d-dc.com/data-centre/surrey	13/11/2018 15:06
Edit Del	Contact 4D Sales, Support	https://www.4d-dc.com/contact	13/11/2018 15:06
Edit Del	Digital Infrastructure Conference series 4D	https://www.4d-dc.com/dcd-london	25/10/2018 10:59
Edit Del	Events 4D	https://www.4d-dc.com/events	25/10/2018 10:59



GL Process 2.0 (Daily Reviews)

- Check GatorLeads SF report twice daily
- Only reviewed GatorLeads which a daily score of 4 or more (plus filters)
- 2 x good leads & 2 x bad ones

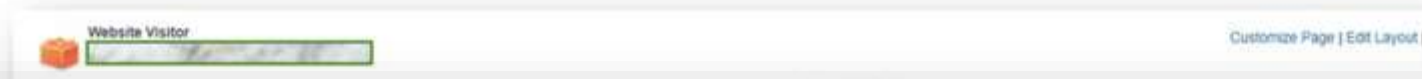
Filtered By: Edit
Revenue Band does not contain £1B,Over £5 Billion Clear
AND Website Visitor Type not equal to Competitor,Supplier,Custom2,Self,Customer Clear

Website Visitor Name	Account: Company Name	GatorLeads Day Score	GatorLeads Week Score	GatorLeads Month Score	Industry Sector 1 Name	Last Visit Date +	Employee Band	Revenue Band
		9	9	9	Software	16/11/2018 13:11	20 - 50	£1M to £5M
		-128	-103	-87	Software	16/11/2018 12:32	50 - 100	£1M to £5M
		2	2	6	Software	16/11/2018 11:43	500 - 1,000	£1M to £5M
		1	2	2	Business Services	16/11/2018 09:53	1,000 - 5,000	£1M to £5M
		3	3	3	-	16/11/2018 07:17	-	-
		1	10	44	Telecommunications	15/11/2018 21:28	10 - 20	£1M to £5M
		28	28	28	Business Services	15/11/2018 16:53	100 - 250	£1M to £5M
		4	4	18	Media & Internet	15/11/2018 14:48	250 - 500	£1M to £5M

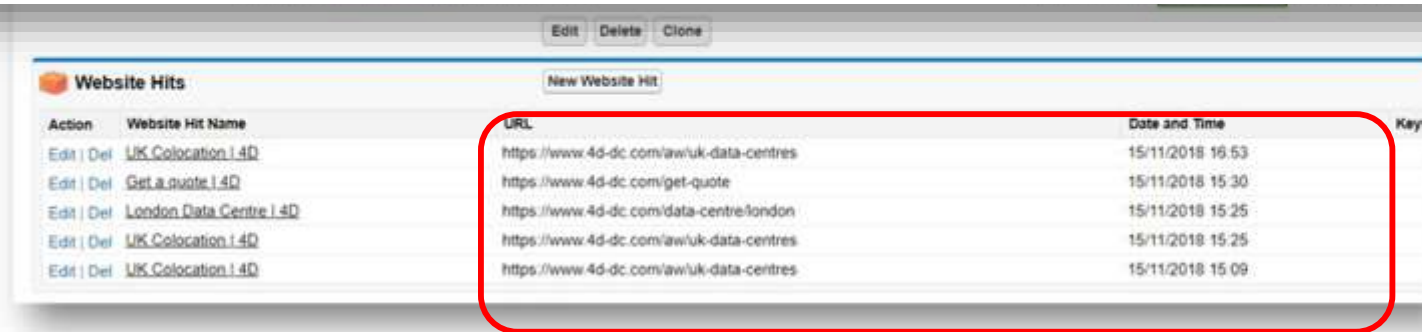


GL Process 2.0 (Good Opps)

- Good Opps look like this:



URL	Date and Time
https://www.4d-dc.com/aw/uk-data-centres	15/11/2018 16:53
https://www.4d-dc.com/get-quote	15/11/2018 15:30
https://www.4d-dc.com/data-centre/london	15/11/2018 15:25
https://www.4d-dc.com/aw/uk-data-centres	15/11/2018 15:25
https://www.4d-dc.com/aw/uk-data-centres	15/11/2018 15:09





GL Process 2.0 (Bad Opps)

- Bad Opps look like this:

Website Visitor Customize Page | Edit Layout | F

Website Hits (5)

URL	Date and Time
https://www.4d-dc.com/careers/network-engineer	14/11/2018 16:53
https://www.4d-dc.com/support-technician	14/11/2018 12:09
https://www.4d-dc.com/careers/network-engineer	14/11/2018 12:09
https://www.4d-dc.com/careers	14/11/2018 12:08
https://www.4d-dc.com/	14/11/2018 12:08

Edit Delete Clone

Website Hits New Website Hit

Action	Website Hit Name	URL	Date and Time
Edit Del	Network Engineer 4D	https://www.4d-dc.com/careers/network-engineer	14/11/2018 16:53
Edit Del	1st Line Support Technician 4D	https://www.4d-dc.com/support-technician	14/11/2018 12:09
Edit Del	Network Engineer 4D	https://www.4d-dc.com/careers/network-engineer	14/11/2018 12:09
Edit Del	Careers 4D	https://www.4d-dc.com/careers	14/11/2018 12:08
Edit Del	UK Data Centres Colocation, Cloud and Connectiv	https://www.4d-dc.com/	14/11/2018 12:08



Good & Bad Indicators

Positive

- Going to your Quote / Price page
- Coming in via a landing page (strong intent)
- Browsing product pages

Negative

- Jobs / Career Page
- Meet the team / Directors bios
- Downloading one asset

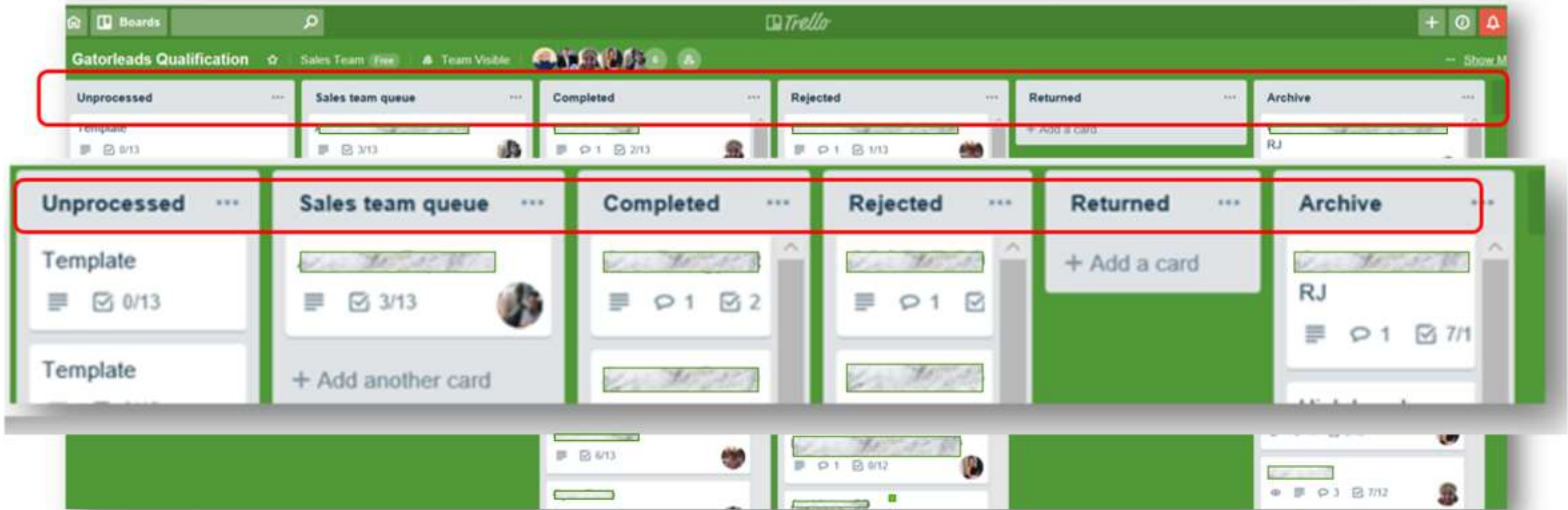


Pre-qualification...

- We use a project management system call **Trello** to bridge the gap
- Trello allows us to score GLs on an impartial checklist
- Qualified leads can be processed quickly (faster than SF)
- Sales team can review and accept or reject leads
- Give marketing a fast feedback mechanism to tweak GL



Over to the Sales team...





Checklist in Trello (Marketing)

The image shows a Trello card interface with a checklist. A red rounded rectangle highlights the left side of the card, including the 'Marketing Qualification' section and the 'Sales Process' section. The checklist items are:

- Hit UK colocation or DC locations page
- Hit Gatwick DC landing page
- Hit Surrey DC landing page
- Hit London or Kent DC landing page
- Is based in Surrey or Sussex
- Looked at Connectivity or Cloud
- Went to quote page
- Came through on LinkedIn or Adwords landing page

The 'Sales Process' section includes:

- Assigned to someone
- Exists as company in SF
- Has relevant contacts in SF
- Needs to be added to GatorLeads Campaign
- Visitor Card needs to be linked to SF Company

The right side of the card shows the 'ADD TO CARD' section with buttons for Members, Labels, Checklist, Due Date, and Attachment. Below that is the 'ACTIONS' section with buttons for Move, Copy, Watch, and Archive. At the bottom right, there is a 'Share and more...' link.



Checklist in Trello (Sales)

A screenshot of a Trello card titled 'Sales Process' with a checklist. The card is highlighted with a red rounded rectangle. The checklist items are: 'Assigned to someone', 'Exists as company in SF', 'Has relevant contacts in SF', 'Needs to be added to GatorLeads Campaign', and 'Visitor Card needs to be linked to SF Company'. The card also shows a progress bar at 0%, a 'Delete...' link, and an 'Add an item...' button. The background shows a blurred Trello interface with a sidebar containing 'Marketing' and 'Sales Process' sections.

Template
in list Unprocessed

Description ADD TO CARD

<https://4d.my>

Marketing

0%

- Hit UK coloco
- Hit Gatwick D
- Hit Surrey D
- Hit London o
- Is based in S
- Looked at Co
- Went to quot
- Came throug

Sales Process

0%

- Sales Process**
- Assigned to someone
- Exists as company in SF
- Has relevant contacts in SF
- Needs to be added to GatorLeads Campaign
- Visitor Card needs to be linked to SF Company

[Delete...](#)

[Share and more...](#)

[Add an item...](#)

Add Comment



The results of GatorLeads 2.0

- In 2016, average attributable GL leads per month: 0.7
- In 2017, average attributable GL leads per month: 1.1
- In 2018, average attributable GL leads per month: 6.4

 **4D Top Tips (data)**

- Sometimes GL gets it wrong...
- Companies that share a common network / IP address can be a problem
- Search the postcode of the company GL thinks it is and you'll find some other candidates
- Report errors to Communigator



Top Tips (sales follow-up)

- Never say “I saw you browsing our website”
- Always have another (better) excuse to call them
- Be tenacious and varied with target contacts
- Call (for a week) > then email > then LinkedIn InMail



Top Tips (Marketing Dept)

- Review GL scores twice daily
- Review effectiveness of GL with sales team leader once a month
- Review its effectiveness with sales reps at least once a quarter – challenge them on why they haven't followed up a lead.
- Sometimes it's a problem with GatorLeads, sometimes the sales guys just need chasing.