AERPOWER
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WEBSITE LEAD QUALIFYING GUIDE

WHY SHOULD I SPEND TIME QUALIFYING MY WEB LEADS?

Before you dedicate time and resources into qualifying your website leads, you may ask yourself if it is worth the effort. In short, the answer is yes - especially in the aerospace and defense industry.

A few realities about our industry:
- Sales cycles are often long
- Marketing budgets and resources are usually tight or the first to be cut as more emphasis is placed on other areas like engineering and/or product development

Sales cycles in our industry tend to be long - some lasting several years. This is mostly due to the complexity of our products and services and their higher cost. Long sales cycles means that we spend quite a bit of resources, investing in our leads hoping that they become sales. However, if those leads have not been qualified - we may be focusing our efforts on prospects that will never buy from us. To prevent us from focusing on the wrong prospects, we qualify our leads to make sure we are attracting the right audience. Qualifying our leads also gives us insight into what products and services attract the best leads (assuming your website is setup with multiple forms to help differentiate) and can show us where our weaknesses lie so we can take corrective action.

Marketing isn't a top priority which often means our marketing budgets are smaller than we would like and we often have limited resources. Emphasis in the business is often put on engineering and/or product development because those product and services affect our bottom line in a more tangible way, so it's understandable. As marketers, we need to focus our efforts where we know we will be successful.

GETTING STARTED

In order to better understand how your website is performing, AERPOWER recommends that you thoroughly review and qualify the leads received. The following document will guide you through that process.

STEP 1: COLLECT LEADS

Download or collect a list of all leads that originated from your website. If you have forms on your website or are using a CRM system, you should be able to pull a list from there.

Date range of leads pulled: _____

Pro Tip: Make sure to pull a manageable data segment in order to complete the task without getting overwhelmed. AERPOWER recommends a quarterly or yearly review.

STEP 2: DETERMINE WEBSITE CONVERSION RATE

Conversion rate is determined by dividing the number of form submissions received in a given time frame by the total number of visitors to your website, then multiply that number by 100.
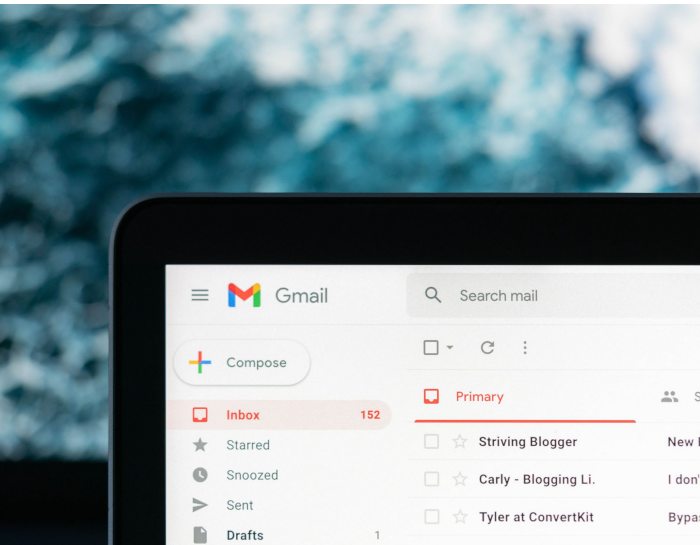
$$\frac{\rule{2cm}{0.4pt}}{\rule{2cm}{0.4pt}} \times \underline{100} = \rule{2cm}{0.4pt}$$

| Form Submissions Received | Website Users *(Pulled From Google Analytics)* | Multiplier | Conversion Rate *A good conversion rate is between 2-5%* |

QUALIFY YOUR LEADS

Next take the list of leads collected during Step One and score each one per the ranking system below.

Pro Tip: AERPOWER recommends using an Excel format.

SCORING NOTE:

While there are many ways to qualify leads, for the purpose of this exercise, we are scaling it down purposefully. This helps ensure the completion of the exercise without concern for overthinking the qualifying.

3 - HIGH QUALITY

- Lead shows specific interest in a product/service
- Lead is from an established company
- There is an acknowledgement of budget (This is vetted outside the form submission usually during a call with your sales team.)
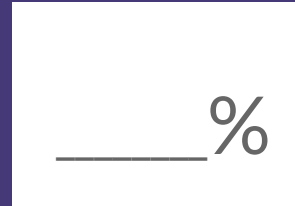
2 - MEDIUM QUALITY

- Lead shows product/service interest
- Lead has not yet been further vetted

1 - LOW QUALITY

- Lead is not realistic
- Spam/not applicable

SUMMARY OF FINDINGS

Next, tally up the results and insert the number of leads per score in the first column and the percentage from the total submission rate in the second column.

_____%

High Quality Leads

OVERALL WEBSITE LEAD QUALITY BREAKDOWN

LEAD SCORING	NUMBER OF LEADS	PERCENTAGE FROM TOTAL
Score of 3 High Quality Lead		
Score of 2 Medium Quality Lead		
Score of 1 Low Quality Lead		

While there is no official benchmark to shoot for. Understanding your leads will help you better understand how well your website is performing. If you are receiving a high percentage of High Quality Leads - then great! If not, you may want to consider what changes you can make to your website to attract better leads.

LEAD QUALIFYING
GUIDE CONTINUED

For more insights into your website and your audience's interest, AERPOWER recommends you repeat the exercise above, this time breaking it down by each form on your website. Additional templates are provided for you. If you don't have multiple forms, skip to the last page.

SUMMARY OF
FINDINGS BY FORM

Next, tally up the results and insert the number of leads per score in the first column and the percentage from the total submission rate in the second column.

_____%

High Quality Leads

_____ FORM LEAD QUALITY BREAKDOWN

LEAD SCORING	NUMBER OF LEADS	PERCENTAGE FROM TOTAL
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High Quality Leads

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SCORING & FINAL RESULTS

Ask yourself the following questions. Based on your answers, you may need to consider making changes to your website to better increase overall lead quality.

Is your website conversion rate between 2-5%

How many leads and what percentage of leads are high quality?

Which form provided the highest quality leads?

Which form provided the lowest quality leads?

Did you notice any trends?

We hope you found this guide helpful. If at any point you have questions or need help with how to apply this information, reach out to us! We would love to assist you on your marketing journey.

- AERPOWER AVIATION MARKETING