

HOW TO TRICK or TREAT

YOUR SALES TEAM TO BETTER LEADS
THIS HALLOWEEN SEASON

Brush the cobwebs off your lead scoring model

The days of qualifying leads based on the rigid BANT model are long gone. That is not to say that budget, authority, need, and timing are improper metrics to determine buyer readiness, but this model has not been adapted to incorporate modern digital marketing strategies like social channels, interactive content, and multi-channel touchpoints.

So how exactly can you brush the cobwebs and modernize your lead scoring model?

It could be as little as assigning extra points to email click-throughs and video views, all the way to creating high-value actions specific to each product or offering. Use demographic and firmographic data attributes, such as company size, industry, and job title, as well as behavioral data, to score leads.

If your lead scoring is based on a time when people still took cold calls from salesmen, that's when you know you're working with an outdated model. BANT lead scoring is like those awful Halloween decorations from the 80s in your attic. Sure it'll get the job done, but wouldn't you rather have the **coolest house on the block?**

Entice with Sweets

Do you remember trick-or-treating as a kid?

The ultimate goal was to find the house with full-sized candy bars. And then once you found that house, it gained a positive reputation and all the neighborhood would come back year after year to get that candy.

When potential buyers look for a vendor to fill a gap or solve a problem, they seek not just a product but an experience. That's why it's important to differentiate yourself from the competition. Many businesses use Halloween in their content and messaging, but very few actually give out holiday savings or special offers. With Halloween season running right into the wintertime holiday season, there are many ways to leverage the festivities in Q4:

Give a discount, bundle your services, or throw in some freebies this holiday season. Even something as little as a well-timed piece of candy can start your relationship on the right foot. It will not only help your sales team close deals and increase conversions but improve retention rates year over year. Instead of being the company that gives out toothbrushes and pennies on Halloween, give prospects what they really want. Otherwise, you might find your lead generation strategy covered in eggs and toilet paper come November.

Market Like Michael Myers

Your marketing strategy could take a page out of Michael Myers' book. That's right, the villain from the Halloween franchise could teach us all about driving demand and generating qualified leads. Emulating the killer's slow, calculated approach to his victims in your marketing strategy will help make sure prospects are knowledgeable about your offerings even before the first touch from your sales team.

Did Michael Myers try to get everyone he saw?

No, he targeted his victims very methodically. Mass email blasts may seem like a good way to reach as many people as possible with your messaging, but studies have shown that spray-and-pray marketing is often less successful than targeted campaigns. Reaching your targets with 1-2 pieces of top-of-funnel content and then hitting them with a call to action is a recipe for failure. Data-driven marketers know that slow and steady wins the race when it comes to lead nurturing.

Delivering your targeted, personalized content slowly -across multiple channels- can even help build awareness and cement your brand messaging in the prospect's mind. Develop your ICP, craft relevant messaging, and implement a calendar for tracking content delivery. That way you too can be as calculating (but not as menacing) as Michael Myers this Halloween.

