MMA Process & Documentation
Campbell's MQL

Background

Campbell's SP&S, the internal sales team, would like to receive batched leads from the foodservice website form submissions, as well as engagement leads every two weeks. In MMA, there is a list category called "Website Submissions & Engagement Regional Lists". The lists inside correspond with the sales regions identified. Each region includes a website submissions list and an engagement list that have leads with a score of 100 or more in each sales region. In addition, we have included the ability for both the marketing team to communicate lead information to the sales team, as well as sales communicating the status of each lead in a new custom field called "Sales Notes".

Website Submission Leads

Every two weeks, these "Contact Us" and "Ask the Team" foodservice website form submission lists will be exported in a CSV format and passed to the sales team after some manual filtering in place to remove consumer inquiries, spam and solicitation.

Once each list has been exported, we will do a batch edit and flag each lead with a custom field "Passed to the Sales Team" equal to "Yes". This will allow us to keep track of what is in the hands of the sales team and avoid us exporting duplicates in their system.

Engagement Leads

At a determined cadence (likely every two weeks), the team will export all of the engagement lists by region as well. These are all leads that have a score of 100 or more. Again, manual filtering will take place to weed out consumers, spam and solicitation. It is suggested that since these are engagement-based leads, the marketing team should provide some information in the new custom field called "Sales Notes" to provide some context as to what content the lead is engaging with. This will help the sales team in their future reachout.

Import Leads From Sales

A very important piece to this process is the ability to collect information back from the sales team to add to MMA. When the Campbell's marketing team receives feedback from sales, MMC will be provided with a CSV file that can be imported into MMA to populate the "Sales Notes", as well as flag the lead status of each lead with "Qualified" or "Unqualified". At this time, the qualified leads will populate in a new list in MMA to keep in eye on engagement. This becomes an additional nurturing opportunity as sales continues the sales cycle.