

MOFU Diagnostic Cheat Sheet

The top reasons for underperformance after the marketing-to-sales handoff, and ways to diagnose and fix the problems. Learn more at www.fullcircleinsights.com



Low MOFU Volume

Reason #1: Not doing enough at the Top of the Funnel

Symptom: Low volume at top (leading to low volume in the middle)

Fix: Run more (effective) campaigns at the top

Reason #2: Lead scoring too strict

Symptom: Adequate volume at top but low conversion into middle

Fix: Relax your lead scoring



Low MOFU Conversion

Reason #1: MQLs not the right fit

Symptom: Top of Funnel conversion rate unusually high

Fix: Better market segment targeting at TOFU and lead scoring

Reason #2: "nurture track" MQLs not being reactivated

Symptom: Nurtured leads not being re-MQL'd in the CRM

Fix: Implement lead reactivation within Salesforce so that SDRs re-engage



Low MOFU Velocity

Reason #1: Not engaging MQLs enough

Symptom: lack of follow-up and contact points by sales team

Fix: Create more targeted content and faster follow-up through SLAs

Reason #2: MQLs reached MOFU prematurely

Symptom: Top of Funnel velocity unusually high (i.e., low # of days)

Fix: Better buying intent targeting at TOFU and more nurturing

Glossary

Term	Definition
TOFU	“Top of Funnel”, describing the stages of the sales cycle from a lead’s initial engagement to qualification as a Marketing Qualified Lead (MQL)
MOFU	“Middle of Funnel”, describing the stages of the sales cycle from being marketing qualified (a marketing-to-sales handoff) to purchase consideration (MQL to SQL)
BOFU	“Bottom of Funnel”, describing the stages of the sales cycle from purchase consideration to close of the sale (SQL to Close)
Nurturing	Engaging with a lead with marketing content or other programs in order to advance the lead through the funnel
Lead Scoring	Applying an additive number of points to a lead for every response and engagement with a company (and its content), until the lead reaches a threshold score that marks it as a “Marketing Qualified Lead”
MQL	Marketing Qualified Lead
CRM	Customer Relationship Management (such as Salesforce.com)
SDRs	Sales Development Representatives, or sales personnel who initially engage leads to set appointments or demos
SLA	Service Level Agreement (is usually, in the context of internal usage, an agreement with Marketing on the timing of follow-up and incentivizes a measured goal of a salesperson)
Volume	Number of leads in the funnel or funnel stage
Conversion	Progression of leads through the funnel or funnel stage, measured as a percentage of leads that move from one funnel stage to the next
Velocity	Speed of lead progression through the funnel or funnel stage, measured in number of days spent in the funnel or funnel stage