In the initial stage, many leads are generated, but only a few turn into paying customers. In the middle stage, nurturing potential leads through education and communication is crucial for higher lead conversion.

Sort out the best prospects from generated leads by calculating total visits, time spent on website, and page views per visit to maximize lead conversion probability.

Keep a list of leads to inform them about new courses, services, job offers, and future higher studies. Monitor each lead carefully to tailor information and provide job offerings or courses that suit their interests. A proper plan to chart the needs of each lead will help capture them as prospects.

Focus on converted leads, conduct question-answer sessions, and conduct further inquiries to understand their intentions and mentality towards joining online courses, ensuring they have the necessary information.