Lead Scoring Case study Summary

In order to get a higher lead conversion. First, sort out the best prospects from the leads you have generated. 'Total Visits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted.

Keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.