

SUMMARY

Few leads emerge from the bottom as paying clients, despite the fact that many are created in the first stage (top). To get a greater lead conversion rate in the middle stage, we must properly nurture the potential leads (i.e., teaching the leads about the product, engaging with them frequently, etc.).

Sort the most promising leads from the leads we have produced first. The three variables that have the biggest impact on the likelihood of a lead being converted are "Total Visits," "Total Time Spent on Website," and "Page Views Per Visit."

Then, in order to notify them of upcoming higher education opportunities as well as new services, courses, and job offers, we need to have a list of leads on hand. In order to customize the information, we deliver to each lead, we closely monitor each one of them. Provide employment offers, information, or courses carefully, taking into account the leads' interests. To effectively capture leads as prospects, a well-designed strategy that maps out each lead's demands would be quite helpful.