

SUMMARY

- There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers from the bottom.
- In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion.
- First, sort out the best prospects from the leads you have generated.
- 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted.
- Then, You must 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.
- Carefully provide job offerings, information or courses that suits best according to the interest of the leads.
- A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.
- 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.