

Summary

Many leads are generated in the first stage (top), but few of them turn into paying clients in the second stage. To increase lead conversion, you must properly nurture the potential leads during the middle stage (e.g., by educating the leads about the product and maintaining ongoing communication). Sort out the top prospects first from your generated leads. The factors that have the biggest impact on the likelihood that a lead will be converted are "Total Visits," "Total Time Spent on Website," and "Page Views Per Visit."

We need you need to keep a list of leads close to hand so you can let them know about new programmes, services, job openings, and upcoming higher education. Keep a close eye on each lead so you can customise the information you provide to them. Carefully present career opportunities, information, or training programmes that best suit the leads' interests. A good strategy for identifying each lead's demands can help you convert leads into customers.

Pay attention to leads that have been converted. Engage leads in question-and-answer sessions to gather the pertinent data you require about them. To find out if the leads want to enrol in online courses, make more enquiries and appointments with them.

Identify prospective clients who are frequent visitors to the X-Education website (Total Time Spent on Website)

Find leads who frequently visit the site (Page Views Per Visit). The frequent visits, however, suggest that they might be doing it to compare courses from different websites. As a result, the interns must exercise a little more assertiveness and make sure that the competitive areas in which X-Education excels are prominently displayed.

Concentrate on obtaining leads from recommendations because they are more likely to convert.

Students can be spoken to, but since the course is industry-based, there is little chance that they will convert. However, this can serve as motivation to achieve industry readiness by the time they graduate from high school.

Do not concentrate on leads that are unemployed. Possibly not