

SUMMARY

In the initial stages, numerous leads are generated, but only a fraction convert into paying customers. During this critical phase, nurturing potential leads is imperative, involving educating them about the product and maintaining consistent communication. Key metrics such as 'Total Visits,' 'Total Time Spent on Website,' and 'Page Views Per Visit' should be analysed to identify the most promising prospects.

Additionally, maintaining a comprehensive lead database is essential for keeping prospects informed about new courses, services, job opportunities, and future educational offerings. Each lead should be meticulously monitored to tailor communication and offerings according to their interests and needs. Furthermore, conducting question-answer sessions with converted leads can provide valuable insights for further engagement and conversion.

To enhance the summary, we could suggest implementing automated lead nurturing workflows, personalized email campaigns, and utilizing customer relationship management (CRM) software to track interactions and preferences. Additionally, incorporating feedback mechanisms and conducting satisfaction surveys can help improve lead engagement and conversion rates further.