

Summary Lead Scoring Case study

In the initial phase, numerous leads are generated, but only a small fraction materializes into paying customers at the bottom. During the intermediary stage, effective nurturing of potential leads is crucial, involving actions like educating them about the product and maintaining consistent communication. This strategy aims to achieve a higher rate of lead conversion.

Initially, identify the most promising prospects among the generated leads by evaluating metrics such as 'TotalVisits,' 'Total Time Spent on Website,' and 'Lead Source' These factors play a significant role in determining the likelihood of a lead converting.

Maintaining a readily accessible list of leads is essential to keep them informed about new courses, services, job opportunities, and upcoming educational pursuits.

Vigilantly monitor each lead to customize the information you share based on their preferences. Tailor job offers, course details, and information to align with the interests of individual leads. Developing a comprehensive plan to address the unique needs of each lead greatly enhances the potential to convert them into prospects.

Concentrate on leads that have already converted. Engage in question-answer sessions with these leads to gather relevant information about them. Take the initiative to schedule further discussions and appointments to gauge their intentions and readiness to enroll in online courses. This approach is instrumental in acquiring the necessary insights for effective lead engagement.