SUMMARY

There are a lot of leads generated in the initial stage but only a few of them come out as paying customers from the bottom. In the middle stage, We need to nurture the potential leads well example educating the leads about the product, constantly communicating, in order to get a higher lead conversion.

First, we need to sort out the best prospects from the leads we have generated. 'Total Visits' i.e. 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted.

Then, We must keep a list of leads handy so that we can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that we can tailor the information we 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. We can Hold question-answer sessions with leads to extract the right information we need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.