X Education – Lead Scoring Case Study

Identifying HOT Leads

Problem Statement & Objective

- **Problem Statement:**

  - X Education sells online courses to industry professionals. The typical lead conversion rate at X education is around 30%.

  - The X Education wants to identify Hot Leads so their conversion rate increases.

- **Objective:**

  - To find hot leads

  - To improve conversion rate of the company

Suggested Ideas for Lead Conversion

▶ The Leads can be grouped based on the criteria's and can target the audience by providing them a free session which helps in understanding the benefits of the course

▶ Better communication is required as most of the conversions can be done through calls itself. The benefits should be explained more

▶ Concentrate on the group of people such as working professionals as they will have the financial needs and also the basic knowledge of the course, which will help them gain success quickly

▶ Concentrate on the websites which are performing average to improve the leads. The hot leads can be seen in Specialization, Lead origin, Lead Source, etc., Concentration on them will improve the quality of leads.