

LEAD SCORING ASSIGNMENT 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. 'Total Visits', 'Total Time Spent on Website', and 'Page Views per Visit' are the three metrics that most influence the likelihood that a lead will be converted.
- Then, you need to keep a list of leads close to hand so you can let them know about new programmers, services, job openings, and upcoming higher education. Keep an eye on every lead so you can customize.
- Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.