

Summary Lead Score Case study

In the initial stage (top), a lot of leads are generated, but only a few of them end up as paying customers at the bottom. In the middle stage, you need to properly nurture potential leads—for example, by constantly communicating with them and educating them about the product. to increase lead conversion rates.

Sort the best prospects out of the leads you've generated first. The most significant factors that influence the likelihood of a lead becoming a customer include "TotalVisits," "Total Time Spent on Website," and "Page Views Per Visit."

Then, you need to keep a list of leads on hand so you can tell them about new courses, services, job opportunities, and higher education opportunities. Keep a close eye on each lead so you can tailor the information you send to them. Give the leads the information, courses, or job opportunities that best suit their interests. If you want to keep leads as prospects, you'll need a solid strategy to map out each lead's requirements.

Concentrate on leads converted. Engage leads in question-and-answer sessions to gather pertinent information about them. In order to ascertain whether or not the leads intend to enroll in online courses, make additional inquiries and schedule appointments with them.