

OVERALL SUMMARY

In the initial stage, generating leads is an easy task. However, only a few of them end up converting into paying customers. To increase lead conversion, it is essential to nurture potential leads in the middle stage by communicating with them regularly, educating them about the product, and more.

To identify the best prospects from the leads generated, you must consider factors like 'Total Visits', 'Total Time Spent on Website', and 'Page Views Per Visit'. These factors are the most significant contributors to the probability of a lead getting converted.

Once you have identified the best prospects, keep a handy list of leads and inform them about new courses, services, job offers, and future higher studies. Monitor each lead carefully and tailor the information you send to them according to their interests. A well-planned approach to charting the needs of each lead will help capture them as prospects.

It is imperative to focus on converted leads and hold question-answer sessions with them to gather all relevant information. Make further inquiries, appointments, and determine their intention and mentality to join online courses. With confidence, you can convert more leads into paying customers.