Summary

➢ 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 "Total Visits," "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.