

## **Lead scoring case study summary**

There are a lot of leads generated in the initial stage but only a few of them come out as paying customer from the bottom .in the middle stage you need to nurture the potential leads well ,educating the leads about the product ,constantly communicating etc.in a order to get high lead conversion .

- prospect spending more time on website have high chances of becoming hot leads therefore sales team can provide more focus on reaching out to those.
- Lead score with welling websites and referral are the ones who have the highest amount of conversions therefor additional marketing can be done on the websites and sales team can sent the course details and promotional offers to existing users to get more hot leads .
- Leads contacted via email/sms has higher chances of conversions .
- Unemployed /working profession as occupation category can generate more leads by reaching out to them and providing information about course available .