Summary of Lead Scoring Case Study

Generating a large number of leads in the initial stage is common, but only a small fraction of them actually converts into paying customers. To improve lead conversion, it is crucial to nurture potential leads effectively during the middle stage. This includes educating them about the product, maintaining constant communication, and building strong relationships.

To prioritize the most promising prospects among the leads, it is recommended to analyze variables like 'TotalVisits,' 'Total Time Spent on Website,' and 'Page Views Per Visit.' These factors greatly influence the likelihood of lead conversion. Maintaining a comprehensive list of leads is essential to keep them updated about new courses, services, job opportunities, and future prospects.

Personalizing the information sent to each lead based on their interests enhances the chances of converting them into customers. Pay special attention to converted leads by engaging in question-answer sessions, conducting inquiries, and scheduling appointments to understand their intentions and mindset regarding online courses. This approach provides valuable insights and enables effective tailoring of offerings to meet their specific needs.