

Project Summary

Increase Lead Generation Of Students

Pravin Yadav

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Introduction

What is Lead Generation?

It is the process of attracting prospects and converting them into someone who has an interest in your company's products and services.

Why is Lead Generation important for business?

Lead generation allows you to target your desired customers at different demographic locations and collect important information about prospects, their needs, and their preferences. That can help you tailor the value of your product or service to meet their wants, needs and/or interests.

Reading Rainbow Tip: But, it's not only about the number of leads. It is about their quality

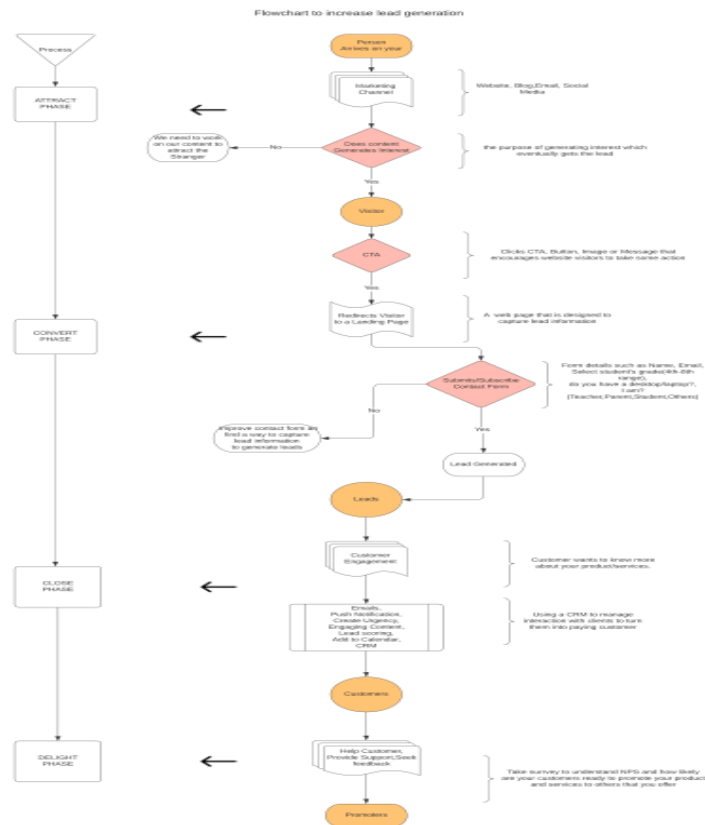
Benefits of Lead Generation:

1. Increase Sales and Profit Ratio.
2. Target Desired Customers
3. Important Prospect Information is Collected.

Strategies of Lead Generation:

- Blogging
- Email marketing
- Social media marketing
- Coupons
- Live events and webinars
- Website landing pages

Flowchart:



How does lead generation work?

- **Attract phase**
- **Convert phase**
- **Close phase**
- **Delight phase**

As shown in the above flow chart and explained below:

Where in the attract phase serves the purpose of generating interest which eventually gets the lead.

In the convert phase the visitor has spent some time on your landing page, interacted with your content and is interested in knowing more, so they click a call-to-action or they fill a form.

In the close phase a customer has filled a form wants to know more and becomes a lead.

In the delight phase help your customers get the best out of your services. Seek feedback from them with surveys.







Why use webinars for lead generation?

- Establish trust and credibility
- Capture high-quality leads
- Get leads from anywhere

You're promoting this webinar to your email list, and most attendees are subscribers who are more familiar with your products or services but haven't yet made a purchase.

In that case, define a buyer persona for your audience to help you structure the content based on their needs.

A Buyer persona to increase its lead for student in 4th - 8th grade:(Teacher/Parents):

	Preferred Method of Communication <ul style="list-style-type: none">• Phone• Email• Face-To-face• Text Messaging	Tools They Need to Do Their Job <ul style="list-style-type: none">• Email• Skype• Video conferencing (Google Meetup)• Whiteboard
Name Ms. Alka		Their Job Is Measured By <p>Their effectiveness is often measured by their ability to improve student standardized achievement test scores in core academic subjects</p>
Job Title Teacher		
Age 35 to 44 years	Job Responsibilities <p>Their responsibility is to develop lesson plans, grade class assignments and homework, administer tests and assess students' performance and provide quality education and proper supervision. Keep parents updated on their child's progress and recognize problematic behavior in students</p>	
Highest Level of Education Bachelor's degree (e.g. BA, B		Goals or Objectives <p>To improve students' academic performance & make them score good grades in each class. Plan their homework/study times for every course.</p>
Social Networks     		
Industry Education/Teaching	They Gain Information By <p>Online Course, Webinars, Reading</p>	Biggest Challenges <ul style="list-style-type: none">• Resources• Classroom Size• Knowing their students well• Understanding the different learning abilities and capacities of the students• Motivating and encouraging them when the students underperform• Building an effective communication channel between the Parents- Students• Classroom Management
Organization Size Self-employed		

For a lead generation webinar, most of your audience is likely to be in the awareness stage. They're likely to be aware of their problems but not sure how to solve them. Your content needs to educate the audience about the issue and introduce them to a potential solution

Set up your landing page:

Obviously, you need a landing page to collect registrants' names, email addresses, and other information. The landing page is an important part of the lead generation process.

Landing Page Wireframe:

LOGO

Your child can change the world.
Master concepts and learn real-world skills with live online classes.

When: 20th April, 2021
Hour: 03:00 PM

Live class starts in:
01 Days 07 Hours 30 Minutes 00 Seconds

Grades 4th to 8th
[BOOK A FREE CLASS](#)

[Join us with Facebook](#)
[Go to our website](#)
Enter your name
Enter your email address
[REGISTER NOW](#)
Already there? [Join class now](#)

What Will You Learn?

Benefit One
Describe the most important benefit of attending this webinar.

Benefit Two
Describe the most important benefit of attending this webinar.

Benefit Three
Describe the most important benefit of attending this webinar.

Live Class Schedule
Add a short description to summarize your webinar's schedule.
Provide an overview of the webinar's structure so participants gain an in-depth understanding of your event.

Live class starts in:
01 Days 07 Hours 22 Minutes 13 Seconds
[Click here to book now](#)

ADD TO CALENDAR
Add to calendar

03:00 PM INTRODUCTION
Add a short description to summarize the first topic of your webinar.

03:30 PM TOPIC ONE
Add a short description to summarize the first topic of your webinar.

05:30 PM TOPIC TWO
Add a short description to summarize the second topic of your webinar.

06:30 PM SHORT BREAK
Add a short description to summarize the second topic of your webinar.

06:30 PM Q & A Session
Add a short description for a Q & A session on the first & second topic of your webinar.

07:30 PM Live Class Ends

Live Class Speakers

Robert Franklin
Product Manager
Add a short description about the speaker's expertise in the area.

Robert Franklin
Product Manager
Add a short description about the speaker's expertise in the area.

Register Today!
"Education is the most powerful weapon which you can use to change the world" – Nelson Mandela
Education is the first step for people to gain the knowledge, critical thinking, empowerment and skills they need to make this world a better place.

[REGISTER NOW](#)

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It has to communicate why the visitors should sign up,

- Include a compelling page title and meta description to boost your SEO ranking and click-through rate.
- Add a short video to excite prospects
- Include information about the speakers to build credibility.
- Create urgency and scarcity.



Promote the event:

- Send email blasts to your subscriber list.
- Include a description about your event in your newsletters, blog posts, and social media.
- Share the event with your loyal customers and ask them to tell a friend or colleague.
- Use paid online advertising, such as Facebook or Google ads

Decide your webinar type:

- Masterclass
- A Demo
- Q and A

Follow up post webinar:

- The webinar is just the beginning of your relationship with the audience
- Plan a follow-up or lead-nurturing email series to send out to the registrants post webinar

Use HubSpot CRM OR Agile CRM:

- To generate leads
- Send automated emails
- Track and report impact

Metrics to measure success.:

- **Number of registrants**
- **The conversion rate from registrants to attendees**
- **The engagement rate during the webinar**
- **Calculating ROI when promoting the event**
- **The response rate to the call to action**



Conclusion

Using webinars for successful lead generation is more than just switching on the webcam and talking.

Remember that no matter how good a webinar is, the majority of the attendees won't turn into buyers right away.

Make sure they leave the webinar feeling satisfied with the information and part with a great impression about you and your business

Reading Rainbow Tip: After you capture the leads, you need to continue the conversation and nurture the relationship with your audience.

