

SUMMARY AND INSIGHTS

- Numerous leads are generated initially, yet only a fraction of them transition into paying customers at the bottom of the funnel.
- During the intermediate stage, effective nurturing of potential leads—through product education, consistent communication, and other strategies—is imperative to achieve a higher lead conversion rate.
- Begin by identifying the most promising prospects among the generated leads, with metrics such as 'TotalVisits,' 'Total Time Spent on Website,' and 'Page Views Per Visit' being the most indicative of conversion probability.
- Maintain a readily accessible list of leads to keep them informed about new courses, services, job opportunities, and future educational prospects.
- Closely monitor each lead to customize the information provided, tailoring job offers, course details, or other relevant updates based on their interests.
- Implementing a structured approach to understanding the individual needs of each lead significantly enhances the likelihood of converting them into prospects.
- Direct your attention towards converted leads, organizing Q&A sessions to glean pertinent information from them.
- Follow up with additional inquiries and appointments to gauge their intentions and readiness to engage in online courses.