

## **Lead Scoring Case Study Summary**

In the initial stage, there is a large number of leads generated, but only a small fraction of them actually become paying customers. To increase lead conversion, it is important to effectively nurture potential leads during the middle stage. This involves educating them about the product, maintaining constant communication, and building a relationship.

To prioritize the most promising prospects among the generated leads, you should analyse variables such as 'TotalVisits,' 'Total Time Spent on Website,' and 'Page Views Per Visit.' These factors play a significant role in determining the likelihood of lead conversion.

It is crucial to maintain a comprehensive list of leads to keep them informed about new courses, services, job opportunities, and future educational prospects. By closely monitoring each lead, you can personalize the information you send to them. Tailoring job offerings, information, and courses based on the specific interests of the leads will greatly enhance the chances of capturing them as potential customers.

Give special attention to converted leads. Engage in question-answer sessions with them to gather the necessary information. Conduct further inquiries and schedule appointments to understand their intentions and mindset regarding joining online courses. This approach will help you gain valuable insights and tailor your offerings to meet their needs effectively.