

SUMMARY OF LEAD SCORE CASE STUDY

- There are a lot of leads generated in the initial stage of modelling but only a few of them came out as paying customers.
- In the middle stage, nurturing of the potential leads is to be done (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion.
- First, sorting the best prospects from the leads should be done.
- 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' contribute most towards the probability of a lead getting converted.
- A list of leads should be kept handy so that they can be informed about the new courses, services, job offers and future higher studies.
- Monitoring of each lead should be done utmost care so that lead specific information can be tailored.
- Care should be taken in providing job offerings, information on courses that suits best according to the interest of the leads.
- A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.
- Converted leads should be focused.
- Question-answer sessions with leads should be held to extract the right information required about them.
- Further inquiries and appointments with the leads are to be arranged to determine their intention and mentality to join online courses.