

Summary

Initial Stage: Data has large number of leads but only few are paying customers

- **Middle Stage:** Nurture leads by educating them and maintaining regular communication to enhance conversion rates.
- **Prioritize Key Metrics:**
 - **Total Visits**
 - **Total Time Spent on Website**
 - **Page Views Per Visit**
 - Use these to identify high-potential prospects.
- **Manage Lead List:**
 - Keep a detailed list of leads for targeted updates on new courses, services, job offers, and future study opportunities.
 - Tailor communications based on individual lead interests and needs.
- **Engage with Converted Leads:**
 - Conduct Q&A sessions to gather insights.
 - Schedule follow-ups to assess their interest and suitability for online courses.