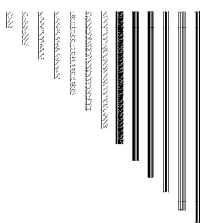


INTERNET LEADS

HOW TO INCREASE INTERNET LEAD CONVERSIONS

VAT-02-30-02504

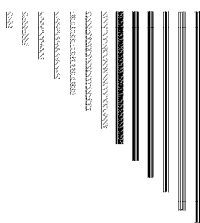


WHERE DO THEY COME FROM

To understand how to work the lead we need to understand where they come.

- Internet – search for
- IPPC – goggled with pop ups
- Web – internet site

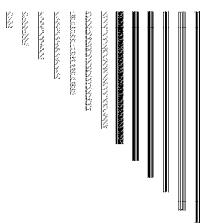
VAT-02-30-02505



Buying Profile of Internet Leads

- Planned Search
 - Specific Needs
 - Proactive vs. Reactive
- Numerous Search Agents
 - High Sense of Urgency

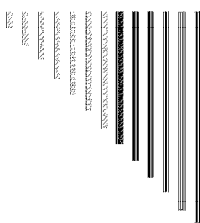
VAT-02-30-02506



How to Effectively work Internet Leads

- These leads will take longer to convert.
- Attempt to reach them *immediately* three different ways:
 - Telephone
Everyday for a least a month
 - Email
First day and every week for a month
 - Mail
Send brochure within 24 hours of receiving the lead

VAT-02-30-02507



Emailing

- These inquires are looking for information.
- Personalize the emails (program specific)
- Email responses need to set us apart from any other school.
- No email reply – what to do.

VAT-02-30-02508