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INFOSYS BPM LEAD GENERATION AND OPTIMISATION SERVICES

A state-of-the-art solution that is designed to retain learners through better understanding of behavioural traits and thereby devise new courses and service offerings, and increase recurring enrolment revenues.

Industry Challenges

Some of the key challenges in lead generation the educational institutions face:

High cost of marketing activities and campaign management	Poor engagement and lack of content customisation	Lack of analytics on prospects	No tracking mechanism for campaign performance

Lead Generation and Optimisation Services

Infosys BPM offers a next-generation AI/ML supported student prospect experience management solution, which enables micro segmentation from the full spectrum of leads data from various marketing channels and scores them to identify the clusters.
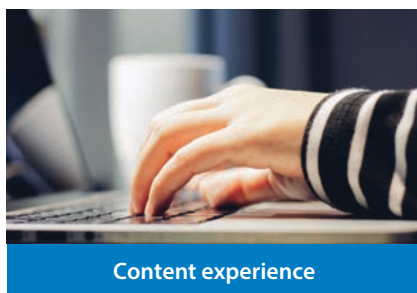
The right mix strategy

Maximise the platform potential
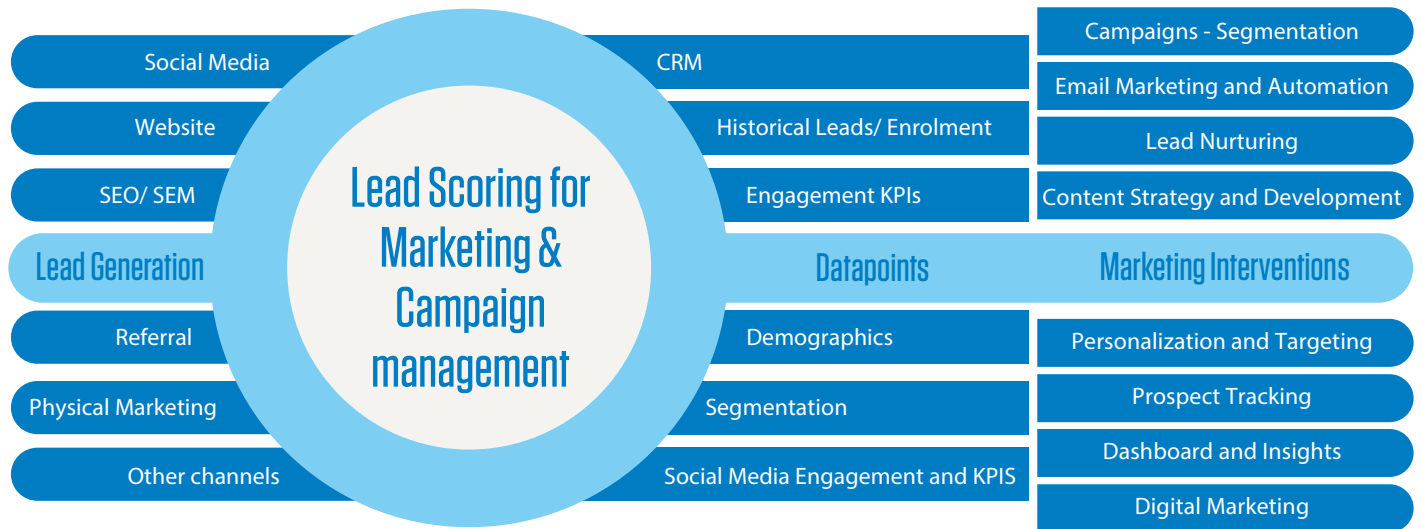
Social media trends

Content experience

Campaigns strategy

Solution Overview

The Infosys BPM Lead Generation and Optimisation Services offer an analytics-based solution which enhances the student prospect experience through various customised AI/ML models which are segmented based on a number of parameters. As part of this, appropriate marketing approaches are taken by each group through various marketing automation tools.

Lead Scoring for Marketing & Campaign management

Lead Generation
- Social Media
- Website
- SEO/ SEM
- Referral
- Physical Marketing
- Other channels

Datapoints
- CRM
- Historical Leads/ Enrolment
- Engagement KPIs
- Demographics
- Segmentation
- Social Media Engagement and KPIS

Marketing Interventions
- Campaigns - Segmentation
- Email Marketing and Automation
- Lead Nurturing
- Content Strategy and Development
- Personalization and Targeting
- Prospect Tracking
- Dashboard and Insights
- Digital Marketing

Business Benefits

The Infosys BPM Lead Generation and Optimisation services offer a wide range of benefits to clients, such as:

1 Improved learner retention through better understanding of behavioral traits

2 Ability to devise new courses and service offerings, and increase recurring enrolment revenues

3 Personalised campaign messaging and course recommendations

4 Enhanced experience through various customised AI/ML models, leading to better conversions

5 Insights on campaign effectiveness through various customised dashboards

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For more information, contact askus@infosys.com

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