



**AN EMPIRICAL STUDY ON LEAD GENERATION AND CONVERSION
STRATEGIES AND THEIR IMPACT ON PRODUCTIVITY IN THE EDTECH
INDUSTRY: A STUDY WITH REFERENCE TO JARO EDUCATION**

Sachiin M

II MBA, Section A, Department of MBA, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India-600117
sachiinrock1@gmail.com

M Kotteeswaran

Associate Professor and Research Supervisor, Department of MBA, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India-600117, saikottee@gmail.com, ORCID ID : 0009-0001-8462-0375

Abstract

The EdTech industry has experienced significant growth due to digital transformation and increasing demand for online learning. In this competitive environment, effective lead generation and conversion strategies are essential for enhancing organizational productivity. This study examines the impact of lead generation and conversion strategies on productivity in the EdTech industry, with specific reference to Jaro Education.

The study adopts a descriptive research design using both primary and secondary data. Primary data was collected from 100 respondents through a structured questionnaire, and statistical tools such as percentage analysis, correlation, and regression were applied.

The findings reveal that while respondents perceive these strategies as highly important, the statistical analysis indicates no significant individual impact on productivity. This suggests that productivity is influenced by multiple organizational and market-related factors.

The study provides insights for improving marketing and sales integration and highlights the need for a holistic approach to productivity enhancement in the EdTech sector.

Keywords: Lead Generation, Conversion Strategies, EdTech, Productivity, Customer Relationship Management (CRM), Digital Marketing

Introduction

The Indian Edtech industry has evolved rapidly in the last decade due to increased digital adoption, internet accessibility, and growing demand for flexible learning and upskilling opportunities. In this competitive environment, Edtech firms rely heavily on lead generation and conversion mechanisms to acquire prospective learners and convert them into enrolled students. Lead generation refers to the process of attracting and identifying potential customers, while conversion strategies focus on persuading those leads to make a final purchase or enrollment decision.

In service-driven sectors like education, productivity is not only determined by operational efficiency but also by the effectiveness of customer acquisition and conversion systems. The use of digital marketing, content campaigns, CRM tools, follow-up systems, and marketing-

sales integration has become increasingly important in determining business performance. Therefore, the present study focuses on examining the role of lead generation cum conversion strategies and their impact on productivity in the Edtech industry, with special reference to Jaro Education.

Statement Of The Problem

Organizations in the Edtech industry invest considerable resources in digital marketing campaigns, lead nurturing systems, customer engagement tools, and sales conversion strategies to improve productivity and enrollment outcomes.

However, there is a need to empirically examine whether these strategies significantly contribute to productivity. This study addresses this gap by evaluating the relationship between lead generation cum conversion strategies and productivity in Jaro Education.

Objectives Of The Study

The major objectives of the study are:

- To examine the impact of lead generation strategies on productivity in the Edtech industry.
- To analyze the effect of conversion strategies on productivity.
- To study the role of integration between lead generation and conversion strategies in improving productivity.
- To understand employee perceptions regarding these strategies in Jaro Education.

Hypothesis Of The Study

H0₁: Lead generation strategies have no significant impact on productivity. H0₂: Conversion strategies have no significant impact on productivity.

H0₃: Integration of lead generation and conversion strategies has no significant impact on productivity.

H1₁: Lead generation strategies have a significant impact on productivity. H1₂: Conversion strategies have a significant impact on productivity.

H1₃: Integration of lead generation and conversion strategies has a significant impact on productivity.

Review Of Literature

Several researchers have examined the role of lead generation, conversion strategies, and digital customer engagement in improving organizational performance, particularly in service-oriented and technology-driven sectors.

Ritter and Lund Pedersen (2020) found that digital capability and process integration are essential for business model effectiveness in modern organizations. Their study supports the importance of aligning lead generation and conversion strategies through technology-enabled systems to improve efficiency and organizational performance.

Chaffey and Ellis-Chadwick (2019) noted that integrated digital marketing strategies help organizations build stronger lead nurturing systems and improve conversion through targeted communication. Their findings support the view that marketing automation and customer journey management are crucial in industries where decision-making involves high customer engagement, such as education services.

Buttle and Maklan (2019) explained that Customer Relationship Management (CRM) systems play a major role in tracking customer interactions, managing lead pipelines, and improving conversion efficiency. Their work suggests that systematic follow-up and personalized communication can positively influence enrollment and customer acquisition outcomes.

Bala and Verma (2018) emphasized that digital marketing has become a powerful mechanism for customer acquisition and brand engagement. Their study highlighted that tools such as social media marketing, content promotion, and search engine visibility significantly contribute to attracting prospective customers, which is highly relevant to lead generation practices in the Edtech industry.

Payne and Frow (2017) observed that relationship marketing and customer-centric communication improve trust, engagement, and long-term business performance. Their work provides a strong foundation for understanding how personalized conversion strategies contribute to better productivity and customer outcomes.

While previous studies highlight the importance of digital marketing, CRM systems, and customer engagement in improving organizational performance, most of them focus on general marketing outcomes rather than productivity-specific measures. Furthermore, limited research has examined the combined effect of lead generation and conversion strategies in the EdTech sector.

This study bridges the gap by integrating marketing and performance perspectives, providing empirical evidence on how these strategies influence productivity. The study is also supported by theoretical frameworks such as Relationship Marketing Theory and CRM-based customer lifecycle models.

Theoretical Framework

The study is based on Relationship Marketing Theory, which emphasizes long-term customer engagement and value creation, and Customer Relationship Management (CRM) theory, which focuses on managing customer interactions to improve conversion efficiency and organizational performance. These frameworks support the relationship between lead generation, conversion strategies, and productivity.

Research Methodology

The study adopts a descriptive research design. Primary data was collected from 100 respondents using a structured questionnaire, while secondary data was obtained from journals and reports.

The study used convenience sampling due to accessibility constraints. Data was analyzed using SPSS with tools such as percentage analysis, correlation, and regression.

Operational Definition of Productivity:

Productivity is defined as the efficiency with which leads are converted into enrollments. It is measured using indicators such as conversion rate, response efficiency, and cost effectiveness. The study does not include control variables such as employee skill level or organizational size, which may influence results.

Data Analysis And Interpretation**Table 1: Demographic Profile of Respondents**

Variable	Category	Frequency	Percentage
Gender	Male	55	55%
	Female	45	45%
Age	Below 25 years	48	48%
	25–30 years	37	37%
	Above 30 years	15	15%
Experience	Below 1 year	34	34%
	1–3 years	42	42%
	Above 3 years	24	24%

Interpretation

The demographic analysis shows that the majority of respondents were male and belonged to the younger age category, indicating a relatively youthful workforce in the Edtech sector. A significant proportion of respondents had 1–3 years of experience, suggesting that the study captured views from moderately experienced professionals involved in lead generation and conversion-related activities.

Table 2: Descriptive Statistics of Key Variables

variable	Mean	Standard Deviation	Interpretation
Lead Generation Strategies	4.11	0.68	High
Conversion Strategies	4.07	0.71	High

Integration of Lead Generation & Conversion	4.14	0.65	High
Productivity	4.05	0.70	High

Interpretation

The mean values indicate that respondents generally expressed a high level of agreement regarding the importance and effectiveness of lead generation strategies, conversion strategies, and their integration in improving productivity. Among the variables, integration strategies recorded the highest mean score, suggesting that coordination between lead generation and conversion activities is considered highly important in the Edtech context.

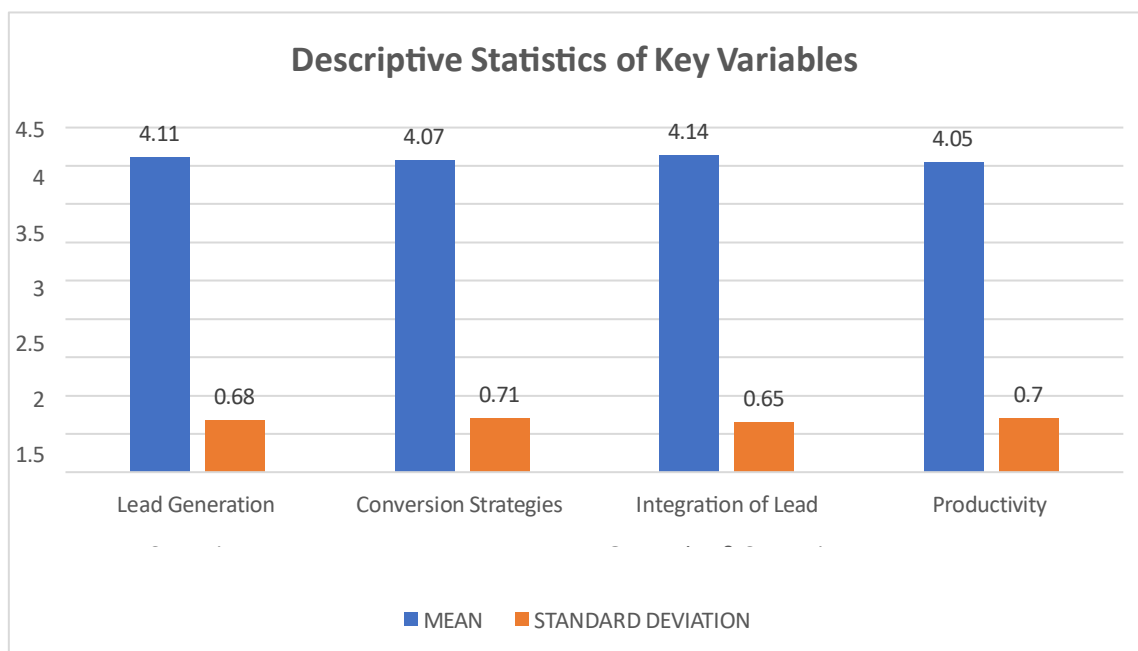


Table 3: Correlation Analysis

Variables	Lead Generation	Conversion Strategies	Integration	Productivity
Lead Generation	1			
Conversion Strategies	0.58	1		
Integration	0.63	0.66	1	
Productivity	0.14	0.11	0.09	1

Interpretation

The correlation results indicate that lead generation, conversion strategies, and integration are moderately correlated with one another, suggesting internal consistency among the strategic dimensions. However, their correlation with productivity is comparatively weak, indicating that while these practices are perceived as valuable, they may not independently explain variations in productivity to a strong extent.

Table 4: Multiple Regression Analysis Dependent Variable: Productivity

Predictor Variable	Beta Coefficient	t-value	Sig. Value
Lead Generation Strategies	0.124	1.12	0.267
Conversion Strategies	0.098	0.95	0.344
Integration Strategies	0.081	0.88	0.381

Interpretation

The regression analysis shows that none of the predictor variables—lead generation strategies, conversion strategies, and integration strategies—have a statistically significant effect on productivity, as the significance values are greater than 0.05. This indicates that although these variables are operationally important, they do not individually emerge as strong predictors of productivity in the present study.

Table 5 :Chi-square test

Test	Value	df	Asymp. Sig (2-
Pearson chi square	3.087	3	.390
Likelihood ratio	3.000	3	.378
N of valid cases	100		

Interpretation

The Pearson Chi-Square value is 3.000 with 3 degrees of freedom and a p-value of 0.390. Since the p-value is greater than 0.05, the null hypothesis (H_0) is accepted. This indicates that there is no significant relationship between age group and productivity among Edtech professionals at Jaro Education. Hence, productivity levels are similar across age groups, suggesting that factors like skills and processes are more important than age in influencing productivity.

Discussion Of Findings

The regression results indicate that lead generation, conversion strategies, and their integration do not have a statistically significant impact on productivity. This may be due to the influence of other external and organizational factors such as employee skills, training, technology adoption, customer behavior, and market competition.

It is also possible that mediating or moderating variables, such as employee experience or CRM effectiveness, influence the relationship between these strategies and productivity. Therefore, the results suggest that productivity is a multidimensional construct that cannot be explained by marketing strategies alone.

Major Findings Of The Study

The important findings of the study are as follows:

- Respondents showed strong agreement regarding the usefulness of digital lead generation strategies in the Edtech sector.
- Conversion strategies such as follow-up calls, personalized nurturing, and CRM-based engagement were perceived positively.
- The integration of lead generation and conversion processes was viewed as highly beneficial for improving efficiency and reducing lead leakage.
- Most respondents believed that these strategies helped improve enrollment productivity and reduce cost per conversion.
- The correlation analysis revealed only a weak relationship between the strategic variables and productivity.
- The regression analysis indicated that the selected independent variables did not have a statistically significant impact on productivity.
- This suggests that productivity in the Edtech sector is influenced by several other factors beyond lead generation and conversion strategies alone.

Suggestions

Based on the findings of the study, the following suggestions are offered:

- Jaro Education should further strengthen its CRM systems for better lead tracking and seamless handoff between teams.
- Personalized communication strategies should be improved through segmentation and data-driven targeting.
- The company should provide continuous training to marketing and sales personnel in lead nurturing and consultative conversion practices.
- Greater coordination between marketing and sales teams should be encouraged to improve funnel efficiency.
- The organization should make use of AI-enabled tools and automation for better lead qualification and conversion support.
- Future productivity enhancement strategies should consider broader operational, technological, and human resource variables

Conclusion

The study concludes that lead generation and conversion strategies play a crucial operational role in EdTech organizations. Although respondents perceive these strategies as highly important, the statistical results indicate that they do not independently have a significant impact on productivity.

This highlights that productivity is influenced by a broader combination of factors including employee capabilities, technological support, and organizational practices. The study emphasizes the need for an integrated approach combining marketing strategies with performance management systems.

Future research should consider larger sample sizes, probability sampling techniques, and inclusion of additional variables such as employee performance, customer satisfaction, and technological adoption for a more comprehensive understanding.

References

- Agarwal, R., & Dhar, V. (2014). Big data, data science, and analytics: The opportunity and challenge for IS research. *Information Systems Research*, 25(3), 443–448.
- Bala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT and Engineering*, 8(10), 321–339.
- Buttle, F., & Maklan, S. (2019). *Customer Relationship Management: Concepts and Technologies*. Routledge.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
- Payne, A., & Frow, P. (2017). Relationship marketing: Looking backwards towards the future. *Journal of Services Marketing*, 31(1), 11–15.
- Ritter, T., & Lund Pedersen, C. (2020). Digitization capability and the digitalization of business models in business-to-business firms. *Industrial Marketing Management*, 86, 180–190.
- Singh, A., & Rao, P. (2022). Measuring the effectiveness of integrated marketing and sales funnels in Edtech. *International Journal of Educational Management*, 36(4), 612–630