

# **Master Lead Generation in a day**

**Course Duration: 8 Hours**

## **Overview:**

Lead generation course is essential because it equips you with the skills to attract, engage, and convert potential customers, fuelling your business's growth. By mastering proven strategies and tools, you can consistently generate high-quality leads, optimise your marketing efforts, and ultimately increase sales and revenue.

## **Course Objectives:**

We will Cover Following Topics in the session:

- Introduction of Lead Generation
- Types and Importance of Lead Generation
- Generate leads from Facebook
- Generate leads from Google
- Generate leads from Social media

## **Table of Content**

### **Module 1: Introduction of Lead Generation**

- What is Lead Generation
- Ecosystem of lead generation
- How to generate leads Digitally

### **Module 2: Types and importance of Lead Generation**

- Types of lead generation
- B2B vs. B2C lead generation
- 1st, 2nd vs. 3rd Party data lead generation
- Life cycle of automation lead generation
- Data Driven Lead Qualification Process
- Lead Magnets its creation

### **Lesson 3: Generate leads from Facebook**

- Generate leads from Facebook
- Tips to Improve Facebook lead quality
- Facebook leads centre Usage
- Transfer Facebook leads to CRM automatically
- How to send Facebook leads to Google sheets automatically
- Appointment request feature to increase facebook lead quality
- Getting quality call leads from Facebook ads
- Generating leads from Facebook messenger
- How to send leads from Facebook ads to Mailchimp

### **Lesson 4: Generate leads from Google**

- Generating leads from Google sources
- How to send leads from landing page to google sheets
- How to send leads from google ads to google sheets
- Getting quality leads from Google ads

### **Lesson 5: Generate leads from Social Media**

- Generating organic leads from
  - LinkedIn Campaign
  - Instagram
  - LinkedIn
  - Quora
- Influencer marketing for lead generation