



# MASTERING Lead Generation Using Digital Marketing

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# Agenda

## Mastering lead generation using digital marketing

01

### Exploring lead generation strategies using digital marketing methods

- o Creating compelling and conversion optimized landing pages
- o Leveraging influencer marketing to improve brand reach
- o Formulating content calendar to schedule lead generation activities
- o Designing email for lead generation and nurturing

02

### Enhancing online visibility and capturing qualified leads

03

### Understanding roles and responsibilities of lead generation specialist

04

### Determining future trends in digital marketing lead generation

05

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# Table of contents for mastering lead generation using digital marketing

01

## Introduction to digital marketing lead generation

- Overview of lead generation with scope and success
- Benefits of lead generation that drive success
- Components for implementing digital marketing plan
- Statistics associated with digital marketing lead generation
- Types of lead generation techniques using digital marketing
- Current trends in digital marketing lead generation

02

## Defining target audience

- Strategies to enhance lead generation using customer segmentation
- Checklist to monitor customer segmentation activities in digital marketing
- How to conduct market research for businesses
- Buyer persona grid for lead generation

03

## Strategies to overcome lead generation challenges

- Challenges faced by marketers in lead generation
- Strategies to increase marketing lead volume
- Solutions to overcome lead quality challenges
- Methods to increase website conversion rate
- Ways to reduce acquisition cost per lead
- Digital marketing techniques for lead generation

04

## Digital marketing funnel

- Objectives of lead generation for each funnel stage
- Lead generation kpis for marketing funnel stages
- Lead generation strategies based on communication channels
- Digital marketing channel comparison matrix

05

## Timeline

- Timeline for digital marketing lead generation campaign
- Multichannel campaign calendar for lead generation

06

## Creating compelling landing pages

- Importance of landing pages in lead generation
- How to design conversion-optimized landing page
- Tips to create an effective landing page

07

## SEO strategies

- On-page optimization techniques for search visibility
- Off-page optimization strategies for search visibility
- How to increase leads from local SEO
- Local SEO based marketing strategy

08

## PPC advertising

- Overview of pay per click advertising platforms
- Strategies to generate leads using PPC
- Steps to create effective PPC campaign
- Checklist to monitor effectiveness of PPC campaigns

09

## Email marketing

- Benefits of email marketing lead generation
- Essential elements for designing email for lead generation
- Automated email campaign for lead generation and nurturing
- Best email lead generation techniques
- Lead nurturing software comparison matrix
- Email automation software comparison matrix

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# Table of contents for mastering lead generation using digital marketing contd...

10

## Generating leads from social media platforms

- o Types of social media platforms for marketing
- o Choosing right social media platform for lead generation
- o Online social media tools for lead generation
- o Application of digital earned media for lead generation
- o Most engaging content for social media lead generation
- o Social media campaign planning based on customer segments

11

## Influencer marketing

- o How to use influencer marketing for lead generation
- o Significance of influencer marketing in lead generation
- o Checklist to select ideal influencer for marketing efforts
- o Strategies to improve effectiveness of influencer marketing
- o KPIs measuring impact of influencer marketing

12

## Marketing automation for lead generation

- o Marketing automation overview for lead generation
- o Types of lead generation tools in digital marketing
- o Action plan for implementing automation for lead generation

13

## Converting leads into customers

- o Scoring matrix to prioritize and evaluate leads
- o Strategic plan for nurturing potential leads
- o Follow-up approaches for lead conversion

14

## Team structure and roles

- o Lead generation digital marketing team structure
- o Roles and responsibilities of lead generation specialist

15

## Budget

- o Digital marketing budget allocation for lead generation

16

## Tracking and analyzing lead generation metrics

- o Lead generation kpis for marketing analytics
- o Real-time lead monitoring dashboard
- o Email marketing dashboard post automation
- o Dashboard to track marketing campaign success

17

## Future trends in lead generation

- o Key trends in B2B lead generation
- o Potential opportunities in B2C lead generation

18

## Case study

- o Impact of an optimized CTA: lifeproof's success story
- o Automating lead generation in digital marketing enterprise

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# THANKS!

Do you have any question?

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