

Lead Generation: How to Build a Winning Marketing Strategy

GoSkills online course syllabus

Skill level

Beginner

Lessons

20

Pre-requisites

No prior experience needed

Video duration

58m

Estimated study time

58m 16s

Instructor

Kaltrina Riley

Introduction

1 Unlocking leads through marketing

Initiating the process of generating leads for your business can feel overwhelming and ambiguous, but building your marketing strategy is a simple and manageable first step.

Intro to Lead Generation

2 Defining a lead

Not all leads are created equal – nor are they qualified in the same way.

3 Defining lead generation

The ultimate goal of lead generation is to convert prospects into customers.

4 Importance of lead generation

Lead generation can involve a significant amount of time and money, but it's critical to creating a sustainable business model.

The Lead Generation Process

5 Discovery through marketing

The first step in the lead generation process is when a visitor discovers your business through one of your marketing channels.

6 Call to action

After a visitor has discovered your business, the next step is to encourage visitors to take some sort of action.

7 Lead capture forms

Once on the landing page, your visitor fills out a form in exchange for the offer.

8

Qualifying a lead

Not all leads are created equal, and it's important to be able to effectively qualify a lead.

Lead Generation Marketing

9

Determining your strategy

Every organization is going to have a different lead generation marketing strategy depending on the target audience and the organization's goals.

10

Identify your target audience

Knowing your target audience is critical to determining the appropriate lead generation strategy.

Promotional Marketing Channels

11

Identify promotional channels

Understanding promotional channels is important in driving traffic to your landing page and initiating the process of generating leads.

12

CTAs in content and blogs

Using CTAs in content and blogs are a great way to drive visitors to your landing page, product, or service.

13

CTAs in email and ads

Using CTAs in both email and ads are a great way to reach new and existing customers.

14

CTAs in social media

Social media platforms make it easy to guide your followers to take action, from the direct links in Instagram stories to Facebook bios and Bitly URLs on Twitter.

15

Product trials

You can break down a lot of barriers to a sale by offering trials of your product or service.

16

Referral marketing

Referral, or word of mouth marketing, is useful for lead generation in a different way.

Assessing Your Marketing Strategy

17 Assess with A/B testing

A/B testing is a great way to compile data that can inform your marketing strategy.

18 Calculating marketing ROI

Prior to implementing your marketing strategy, you identified your target audience and aligned on your lead generation goals.

19 Mistakes to avoid

As a marketer, mistakes will inevitably be made, but it's how you learn and grow from them that matters.

Conclusion

20 Your call to action

Thank you for watching this course!

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