

Marketing with AI: Creating Leads

GoSkills online course syllabus

Skill level

Beginner

Lessons

7

Pre-requisites

No prior experience needed

Video duration

26m

Estimated study time

26m 59s

Instructor

Lorenzo Johnson

Introduction

- 1 Boost your lead generation with AI**
Using cutting-edge AI techniques and tools will help you effortlessly attract high-quality leads.

Applying AI to Lead Generation

- 2 Understanding AI for lead generation**
Whether you're a corporate entity or a solo entrepreneur, using AI in your lead generation offers a multitude of benefits.
- 3 Using essential AI technologies**
Using AI technologies enables you to explore game-changing strategies from automated lead creation to real-time content optimization.
- 4 AI driven customer segmentation**
Hyper-targeted marketing helps you deliver messages that make a lasting impression.
- 5 Personalization and AI for lead nurturing**
There's an immense power in crafting personalized messages that resonate with your audience for successful lead nurturing.
- 6 AI in predictive analysis for lead scoring**
Using predictive analysis in your lead scoring can revolutionize your approach to customer engagement while boosting your organizational efficiency.

Conclusion

- 7 Capture your leads**
Congratulations on finishing this course!

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