

## Digital marketing, sales and lead generation training – Module 11

A 2-day workshop on the ins and outs of using digital marketing to generate leads, grow opportunities, engage prospects, and retain customers in a business-to-business (B2B) setting.

### Upon completion of this course, you will be able to:

- The product and advantages in sales processes
- Sustainability and target oriented team
- Understand the differences between B2B and B2C digital marketing
- Learn to fill the sales pipeline with qualified leads using digital marketing tactics
- Understand the power of content marketing
- Grasp the concept of lead growing, and explore marketing automation tools
- Learn the best practices of using social media for B2B companies
- Learn sales enablement and partner marketing tactics
- Organizational engineering – internal sales processes

### Who Should Attend?

Marketers, senior managers, communications professionals and business owners who want to understand business-to-business sales processes and lead generation.

### Lead Generation and internal organization

- Gap between Marketing and Sales
- Components of Qualified Lead
- Lead Generation Campaign Effectiveness
- Internal organization, roles and responsibilities
- Hands-On Activity – Plan Do Check Act

### Content Marketing and Clients

- Content Marketing Landscape
- Content Re-purposing
- Brand Content vs Category Content
- Content Types
- Content Idea Generation
- Content ROI Measurement
- Hands On Activity – Content Planning and Development

### Lead Growing and Direct Sales tools

- Email
- Social Media
- Marketing agencies
- Lead Scoring

### Research Marketing Automation

- Fragmented Lead Lifecycle
- Task & Workflow
- Campaign Modelling Canvas
- South-East Asia Digital Landscape

## **B2B Social Media**

Maximise the power of this often-misused channel. Learn the best practices on engaging with the crowd and gaining the most exposure for your brand.

- B2B Customer Journey
- Defining Persona(s)
- Presence: Outbound Analysis
- Changing face of B2B Procurement
- Sales Representatives as Experts
- Hands-On Activity

## **Partner Marketing (Media Print & Agencies)**

Forge that win-win situation with your allies. Discover ways to effectively communicate with channel partners and drive success through collaboration.

- Tools of the Trade
- Audience / Fans / Followers Acquisition
- Organic Promotion
- Paid Promotion / Syndication

## **Targets and Metrics Analytics**

Get measurable results, with measurable methods. Slice through the statistics to find out what really matters for your business – and how you can use them to drive improvement.

- Basic Metrics (Reach, Buzz, Influence / Audience Size, Sentiment, Engagement)
- Influencer Mapping
- Hands-On Activity