

1. Introduction to Lead Generation

- Definition and importance of lead generation (Text)
- Overview of lead generation process and its role in sales and marketing (Video)
- Different types of leads and their significance (Video)
- Understanding target audience and buyer personas (Text)

2. Lead Generation Strategies and Techniques

- Inbound lead generation (Video + Text)
- Outbound lead generation (Video + Text)
- Social media lead generation (Video + Text)
- Networking and referrals for lead generation (Text)

3. Tools and Software for Lead Generation

- Overview of popular lead generation tools and software (Text)
- Hubspot (Video)
- LinkedIn Sales Navigator (Video)
- Apollo (Video)
- Web scraping and data extraction tools (Text)

4. Effective Copywriting for Lead Generation

- Writing compelling headlines and subject lines (Video)
- Crafting persuasive sales copy and call-to-action (CTA) statements (Text)
- Adapting writing style for different channels (Text)
- A/B testing and optimizing copy for higher conversions (Text)

5. Lead Qualification and Follow-up

- Qualifying leads based on defined criteria (Video)
- Lead scoring techniques for prioritization (Text)
- Implementing lead nurturing strategies to move leads through the sales funnel (Video)
- Following up with leads using various communication channels (Text)

For KBC LMS Only: (Rate is N8,500)

6. Creating Compelling Lead Magnets

- Understanding the concept of lead magnets and their role in lead generation (Video)
- Types of lead magnets and their benefits (Video)
- Designing and creating engaging lead magnets (Text)
- Implementing landing pages and opt-in forms to capture leads (Text)

7. Freelancing as a Lead Generation Specialist

- Introduction to freelancing as a lead generation specialist (Video)
- Building a freelance profile and portfolio (Text)
- Finding and securing freelance lead generation opportunities (Text)
- Pricing strategies and negotiating contracts (Text)
- Managing client relationships (Video)
- Project (Text)