

# LeadGen – Growth Hacking

## Description

Lead generation is necessary to increase your client capital. In this course, you will learn how to use digital tools allowing you to automate the actions of LeadGen for your business and above all, you will put your strategy into practice.

## Course Content

**Module 1: LeadGen Methodology** Discover the different methods of Lead generation and how to apply them to your business.

- Introduction to Growth Hacking
- The target audience and the attractive adapted offer
- A LeadGen method to adapt to its context
- Presentation of essential tools and concrete applications

**Module 2: Implementation of LeadGen actions** Test your actions and learn how to adjust them based on observations.

- A / B Testing and its uses
- Landing Page - tracking
- Form and chatBot
- Data extraction: scrapping
- Growth Hack for social Media

## Documentation

- Digital courseware included

## Participant profiles

- Webmasters and Webmarketers
- Marketing managers
- Community managers
- E-traders

## Prerequisites

- Knowledge of the main media aspects, Internet fundamentals and digital marketing

## Objectives

- Qualify and target your audience
- Collect data about your customers
- Automate generation and conversion processes

## Niveau

Fondamental

## Classroom Registration Price (CHF)

1400

## Virtual Classroom Registration Price (CHF)

1300

**Duration (in Days)**

2

**Reference**

DM-GL