



TRAINING

Lemlist

LEARNING OBJECTIVES

- Understand the fundamentals of cold emailing and multichannel outreach
- Master the Lemlist interface and its key features
- Create personalised and automated campaigns
- Analyse performance and optimise conversion rates

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Prospecting, sales and B2B marketing professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

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DETAILED PROGRAM

- Introduction to modern cold emailing
 - Core rules of cold emailing and multichannel outreach
 - Key notions: deliverability, engagement and personalisation
 - Overview of tools and Lemlist positioning
- Getting started with Lemlist
 - Account creation and configuration
 - Lead import and management
 - Campaign and sequence structuring
- Creating high-performing campaigns
 - Writing hook messages and follow-up emails
 - Text and image personalisation, dynamic variables
 - Multichannel scenarios: email, LinkedIn, calls
- Deliverability optimisation
 - Domain checks, warm-up, SPF/DKIM
 - Database cleaning, segmentation and bounce management
 - Best practices to avoid spam filters
- Results tracking and analysis
 - Open, click, reply and interest rates
 - Dashboards, A/B testing and iterations
 - Continuous sequence optimisation
- Practical workshop
 - Creating a complete campaign
 - Designing a multichannel scenario
 - Real-time analysis of initial results



CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage multichannel prospecting campaigns with Lemlist, generate qualified leads and improve sales performance through automation and personalisation.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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