

TRAINING

Digital prospecting

LEARNING OBJECTIVES

- Master the key stages of a digital prospecting strategy
- Identify the right channels and tools to generate qualified leads
- Design personalised messages to maximise engagement
- Track, analyse and optimise online prospecting actions

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Sales, marketing and communication 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

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
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DETAILED PROGRAM

- Introduction to digital prospecting
 - Evolution of prospecting methods
 - Benefits and digital levers
 - Overview of available tools and channels
- Target definition and sourcing
 - Building personas
 - Prospect research via LinkedIn, directories and databases
 - Using scrapers and extraction tools
- Messages and contact sequences
 - Writing effective hook messages
 - Multichannel approach: email, LinkedIn and cold calling
 - Structuring follow-up sequences
- Automated prospecting tools
 - Overview of key tools: Lemlist, LaGrowthMachine, Waalaxy...
 - Setting up automated campaigns
 - Performance tracking and response management
- KPIs and performance monitoring
 - Open, response and conversion rates
 - CRM tracking and feedback analysis
 - Continuous improvement through A/B testing
- Practical workshop
 - Creating a complete prospecting sequence
 - Targeting, copywriting, automation and analysis
 - Results presentation and collective feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and deploy personalised digital prospecting campaigns, automate their actions and generate qualified leads through an effective and measurable strategy.

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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