



crews

Where you belong

TRAINING

Lead Generation

LEARNING OBJECTIVES

- Understand the fundamentals of lead generation in B2B and B2C
- Structure a high-performing omnichannel lead generation strategy
- Use the right tools to capture, qualify and convert prospects
- Implement an effective conversion funnel with measurable tracking

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, sales and business development professionals

PREREQUISITES

None

ACCESS TIME

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

PRICE

- Inter-company training: €1,590 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

www.crews-education.com



DETAILED PROGRAM

- Introduction to lead generation
 - Definition, challenges and objectives according to business models
 - Lead typologies: MQL, SQL, cold and hot prospects
 - Lead lifecycle and marketing/sales alignment
- Lead generation strategy
 - Audit of the current funnel
 - Definition of personas and adapted messaging
 - Channel selection
- Tools and levers
 - Landing pages, forms and lead magnets
 - Emailing, marketing automation, CRM and chatbots
 - LinkedIn, sponsored campaigns, cold emailing and webinars
- Qualification and nurturing
 - Scoring criteria and segmentation
 - Implementation of automated workflows
 - Content adapted to each stage of the funnel
- Monitoring, reporting and optimisation
 - Key KPIs
 - A/B testing and iteration
 - CRM integration and customised dashboards
- Practical workshop
 - Designing a lead generation strategy for a real-life case
 - Creating a landing page and an automated workflow
 - Strategy presentation, expected indicators and action plan

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage a complete lead generation strategy aligned with business objectives, using the right tools, content and acquisition levers.

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: 96%
- Individual progress rate: 100%

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

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
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