

How to Generate Business Leads Online

Content	Time
Registration & Coffee Good morning and nice to meet you!	8:30 - 9:00
Welcome to Online Marketing The main pillars and how to communicate your business over them Lead generation for businesses - why and how?	9:00 - 10:15
Tea/Coffee break	10:15 - 10:30
Facebook Ads Facebook's ads manager - marketing objectives and how they resonate with your business Lead and WhatsApp ads Facebook & Instagram audiences Do's and Don'ts	10:30 - 12:30
Lunch break	12:30 - 1:30
LinkedIn ads LinkedIn's campaign manager Lead generation, message and conversation ads Do's and Don'ts	1:30 - 2:15
Search Marketing SEO vs. paid search	2:15 - 2:30
Guest talk SEO - optimizing your website to drive traffic and leads Keywords On-page & off-page SEO Local SEO Do's and Don'ts	2:30 - 3:30
Tea/Coffee Break	3:30 - 3:45
Paid search Search campaign fundamentals Lead generation using landing pages Do's and Don'ts	3:45 - 4:30

Investment for the day: Rs 8,900