



WEBINAR #18

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TODAY'S TOPIC:

“LEAD GENERATION”

A promotional graphic for a webinar. It features a yellow background with a repeating geometric pattern. On the left is a large version of the "VIRTUAL STAFF ENTREPRENEUR PROGRAM" logo, with a red ribbon at the bottom containing the hashtag "#VSEP". To the right of the logo is a brown silhouette of a person with a speech bubble above them that says "I would like to inquire..". Further right, the word "JOIN" is written in a simple, black, sans-serif font. Below it, the title "Lead Generation" is written in a large, red, cursive font. Underneath the title, the text "Free Webinar" and "June 20 Friday 7 PM" is written in a black, sans-serif font.

Learn the various services being offered by freelancers to help in generating leads for clients.

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WHAT EXACTLY IS Lead Generation



“In marketing, lead generation is the generation of consumer interest or inquiry into products or services of a business.”



WHY IS THERE A DEMAND?



Don't Have Skills



Needs to work "ON" the Business,
Not "IN" the Business



Don't Have Time



“KINDS OF LEADS”



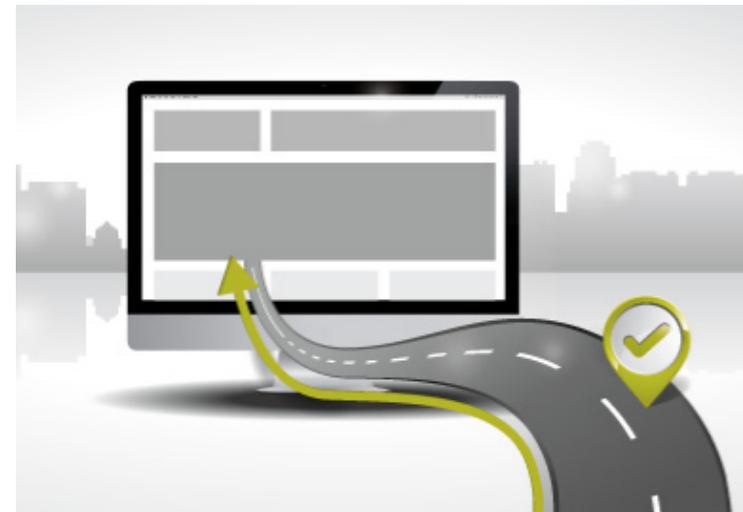
Email Address



Social Media Followers



Phone Number



Website Traffic & Visitors



“TYPES OF LEAD GENERATION SERVICES YOU CAN OFFER AS AN ONLINE FREELANCER”





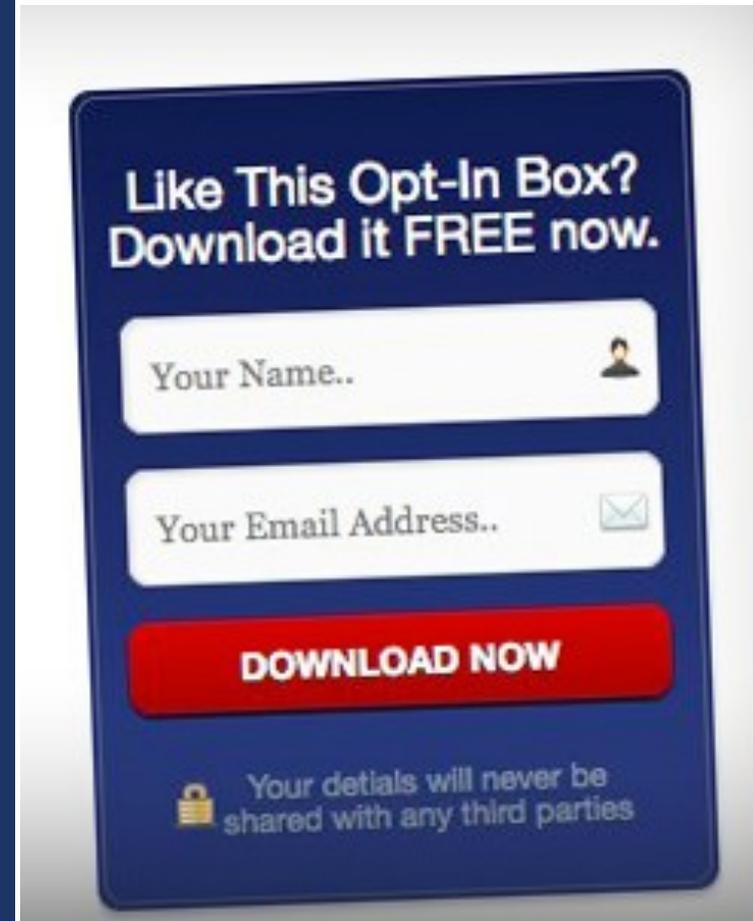
“Website, Blog and Landing Page Setup”



This plays an Important Part of in Lead Generation



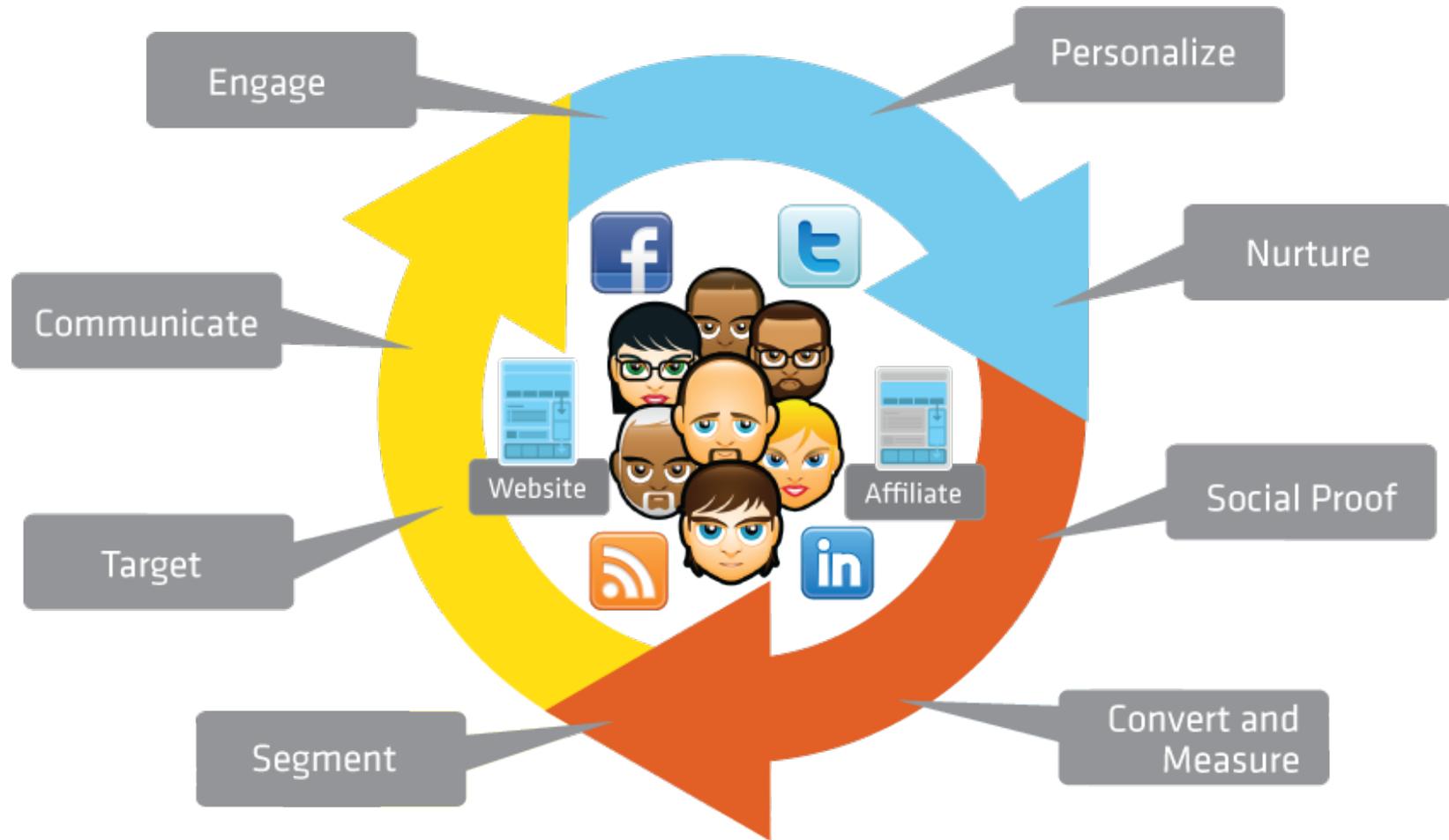
“Email Marketing and Management”



This Helps in Updating and Follow Up On Leads



“Lead Generation by Social Media Marketing”



Helps in Finding and Nourishing Leads



“Content & Search Engine Optimization”



CONTENT OPTIMIZATION

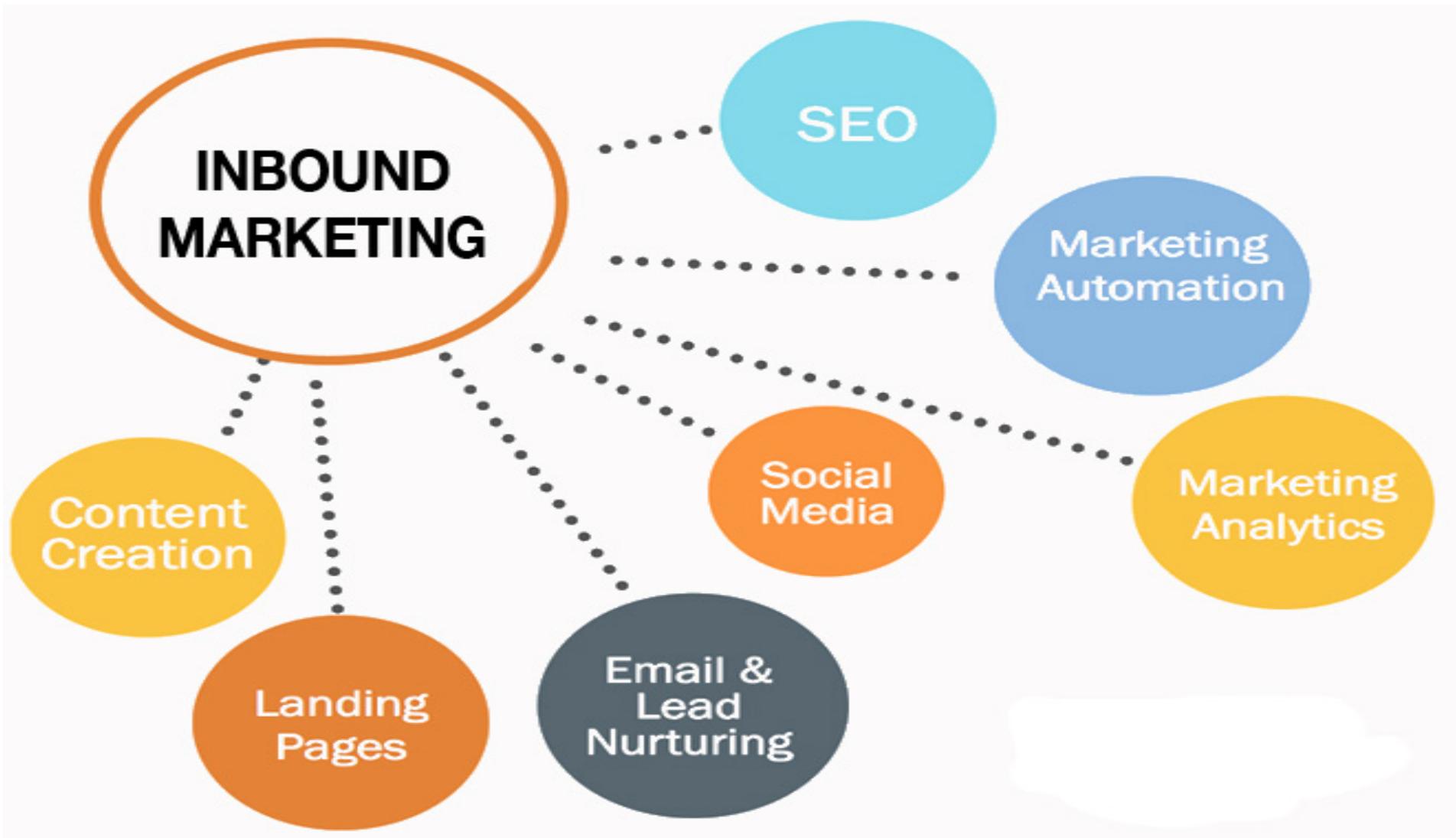
Building B2C Credibility Through Content



Indirect Form of Lead Generation But Has Long Term Results



“Inbound Marketing Specialist”



Almost Any
Business Need
Leads Because
Leads Can Become
Customers of
their Business.

There is Indeed a
Demand and they
are Willing
to Pay Someone
To help them





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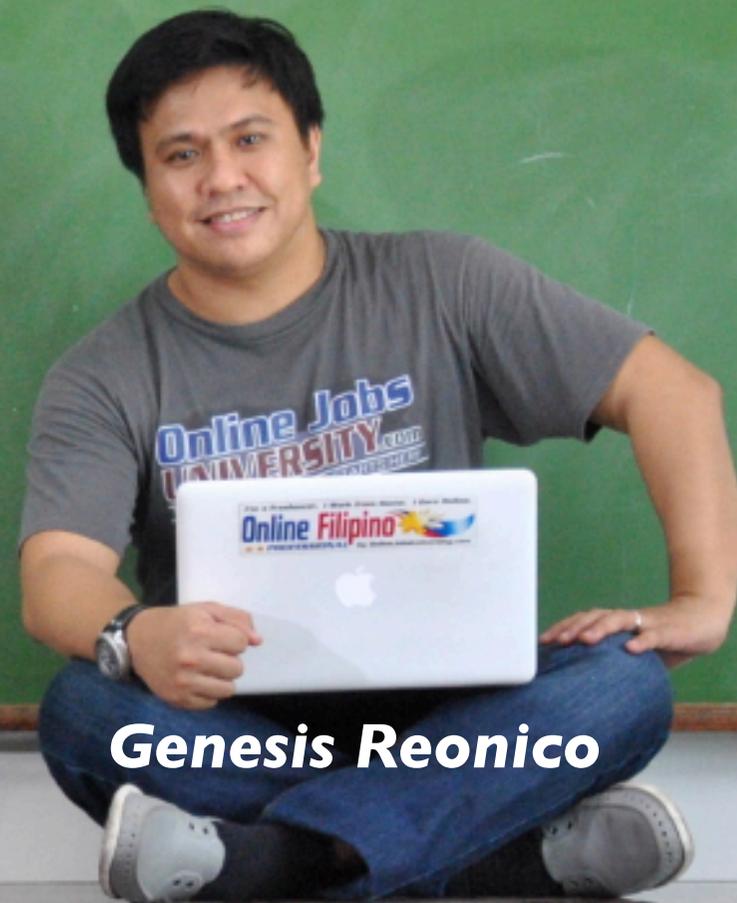
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