



# WEBINAR #18

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# TODAY'S TOPIC:

# “LEAD GENERATION”

A promotional graphic for a webinar. On the left is a large version of the Virtual Staff Entrepreneur Program logo, which includes a red banner at the bottom with the text "#VSEP". To the right of the logo is a brown stick figure with a speech bubble above it that says "I would like to inquire..". Further right, the word "JOIN" is written in a simple black font. Below it, "Lead Generation" is written in a large, red, cursive script. Underneath that, "Free Webinar" is written in a black sans-serif font, followed by "June 20 Friday 7 PM" in the same font. The entire graphic is set against a yellow background with a subtle geometric pattern.

JOIN

*Lead Generation*

Free Webinar  
June 20 Friday 7 PM

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



Don't Have Time



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



# **“KINDS OF LEADS”**



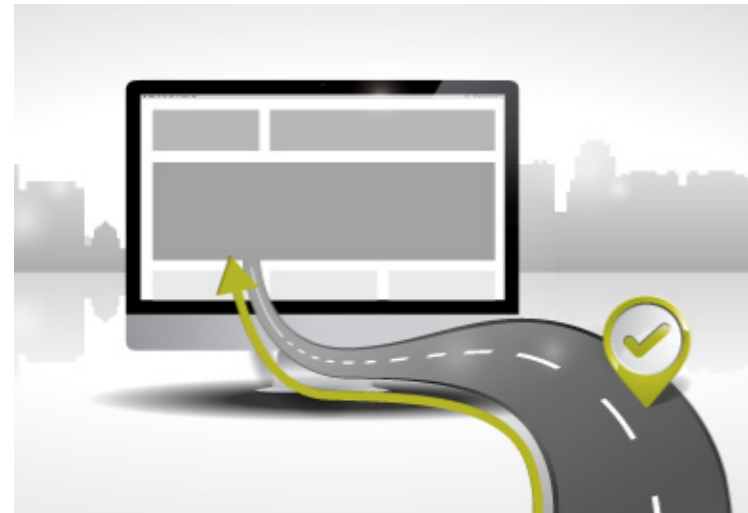
Email Address



Social Media Followers



Phone Number



Website Traffic & Visitors



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

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# “Website, Blog and Landing Page Setup”



This plays an Important Part of in Lead Generation

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# “Email Marketing and Management”

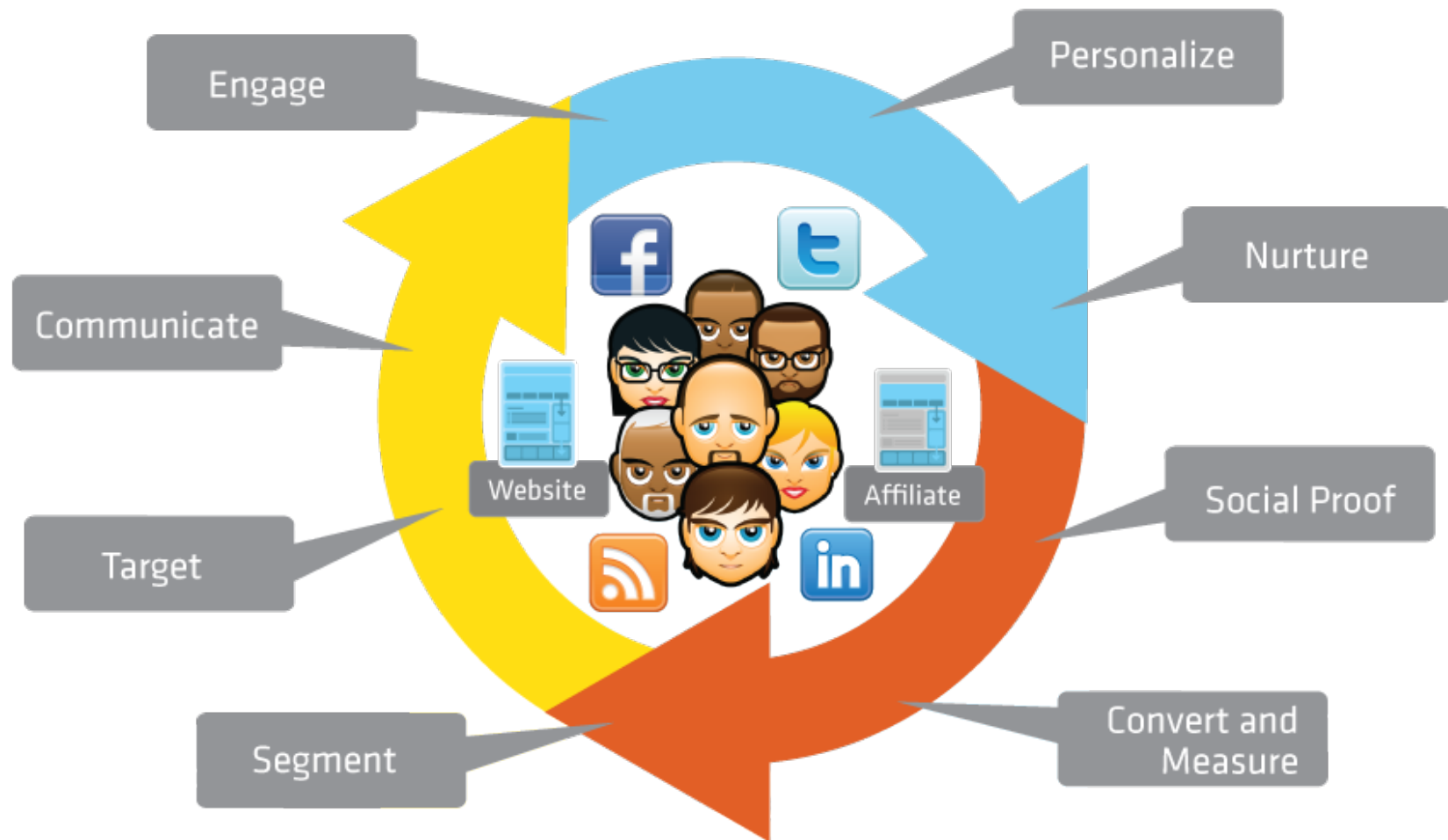
A dark blue rectangular box with rounded corners. At the top, it says "Like This Opt-In Box? Download it FREE now." Below this are two white input fields. The first is labeled "Your Name.." and has a small person icon on the right. The second is labeled "Your Email Address.." and has a small envelope icon on the right. Below the fields is a prominent red button with the text "DOWNLOAD NOW" in white. At the bottom, there is a small padlock icon followed by the text "Your details will never be shared with any third parties".

This Helps in Updating and Follow Up On Leads

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# “Lead Generation by Social Media Marketing”



Helps in Finding and Nourishing Leads





# “Content & Search Engine Optimization”



## CONTENT OPTIMIZATION

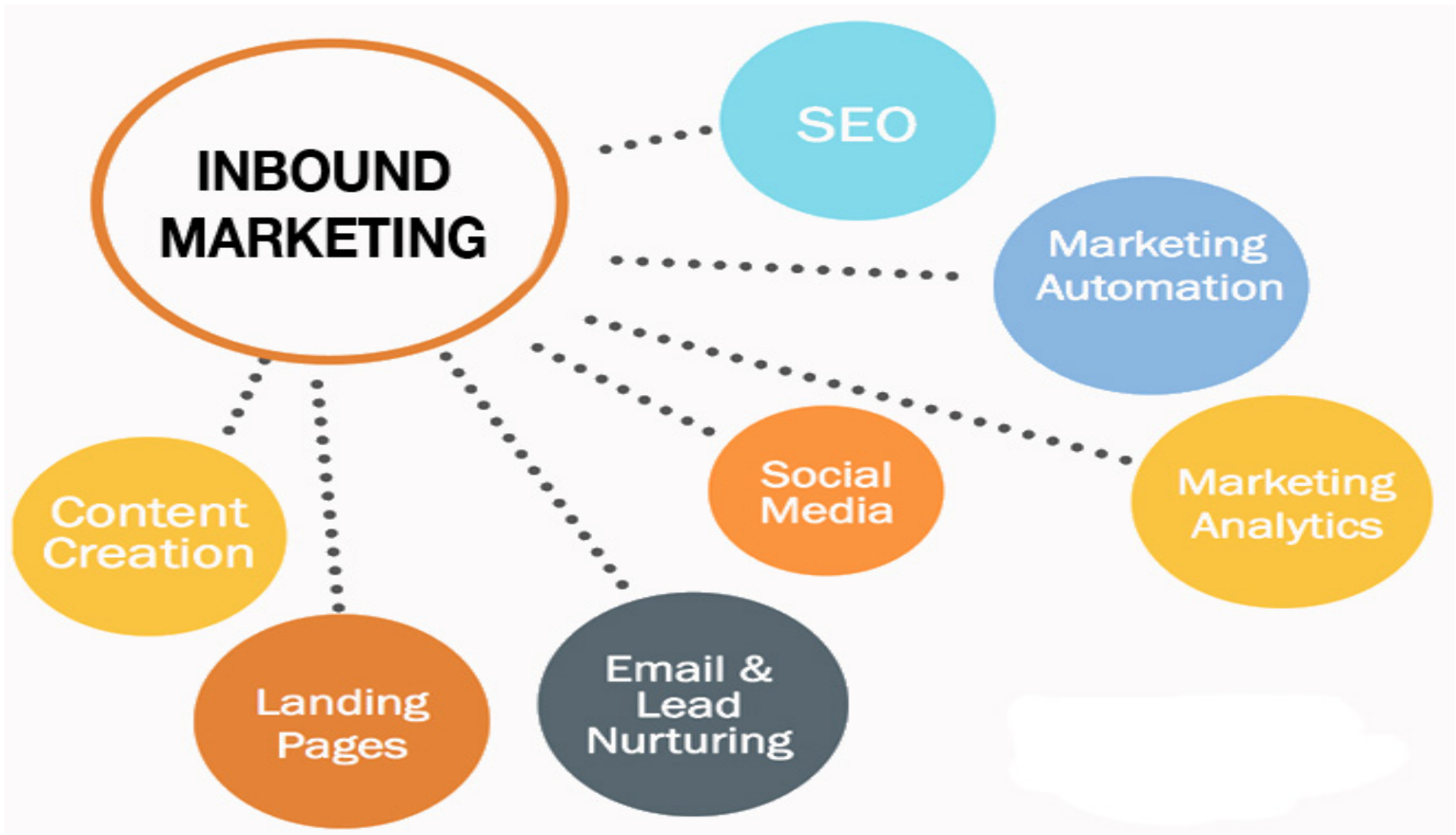
Building B2C Credibility Through Content



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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# ONLINE JOBS

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## LIFESTYLE

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