

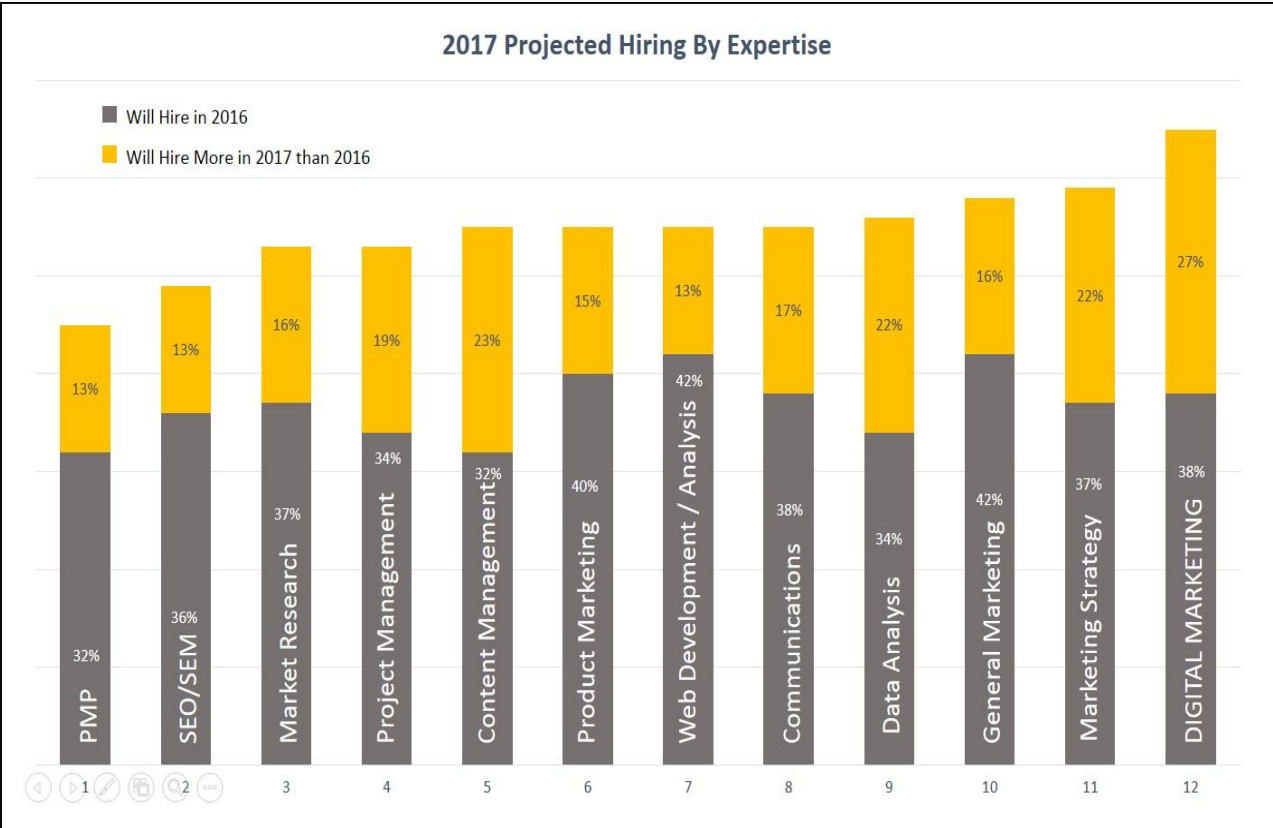
Certificate Program in Lead Generation Management

Course selection Rationale:

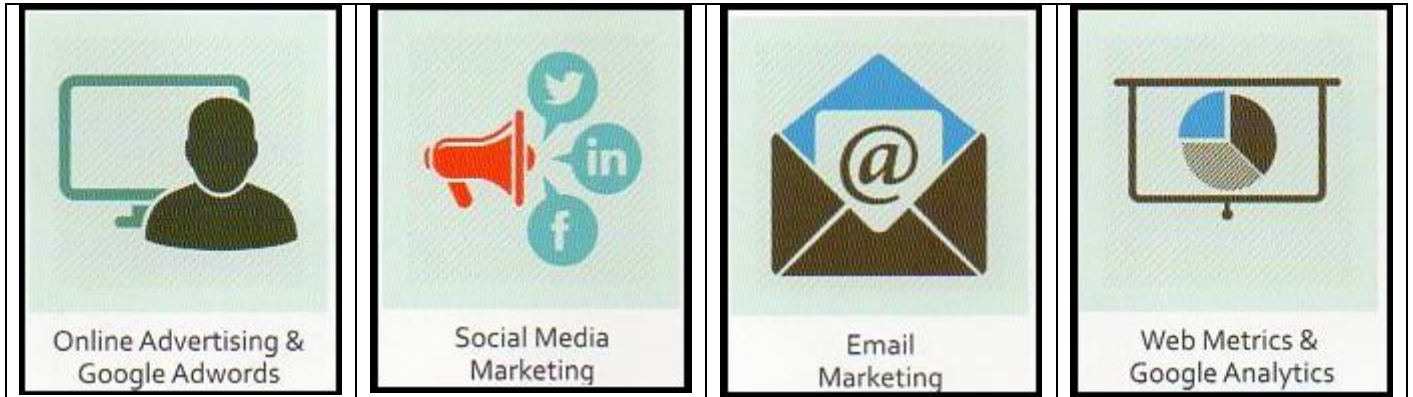
Lead generation is one of the most important and demanding function of the business firms as it identifies prospective customers. Without leads, no any business can survive for long. So, it creates opportunities for those digital marketing professionals who are expert in lead generation process.

This course solely focusses on those modules of digital marketing that help in generating leads with minimum of the budget. Further, the course also helps in optimization of lead generation campaigns so that number of leads are maximized with the same budget limitations. This course is ideal for those people also who are already into marketing and want to apply digital marketing to aid business development.

Career Opportunities in Digital Marketing V/S Other domains:



Modules covered under the course:



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