

TRAININGS BY  
KLOUDEDGE TECHNOLOGIES

PROFESSIONAL TRAINING

DIGITAL  
MARKETING  
MASTERY

From Lead Generation to  
Conversion

Start on Every Month 1st Week

On successful delivery of tasks and projects, candidate will be allocated to  
internship leading to job allocation

Register now!



Trainings by  
KloudEdge Technologies

**Email:** [Trainings@KloudEdge.com](mailto:Trainings@KloudEdge.com)

**Contact No.** +923351640775

**Registration:** <https://trainings.kloutedge.com/digital-marketing-training-program/>

**REGISTER NOW**

## Course Outlines:

# We've got the training you need to start professional career

Premium training in Digital Marketing, designed to help you master lead generation, lead capture, and lead nurturing. Discover how to develop effective marketing campaigns, optimize your sales funnels, and uncover valuable insights from your marketing data. Learn practical strategies and techniques to elevate your digital presence and drive business success.

## A chance to attend **MASTER CLASS** with **INDUSTRY EXPERT** is one that you do not want to miss!!

Join us LIVE on a 6 weeks Program to build a successful career in Data Science.

## Course Outlines:

### Phase 1: Weeks 1-2 (Lead Generation)

1. Understanding Lead Generation.
2. Identifying Target Audiences.
3. Content Marketing Strategies.
4. Social Media Marketing.
5. Search Engine Optimization (SEO).
6. Pay-Per-Click (PPC) Advertising.
7. Email Marketing Campaigns.

### Phase 2: Weeks 3-4 (Lead Capture)

1. Lead Capture Fundamentals.
2. Creating High-Converting Landing Pages.
3. Using Lead Magnets.
4. Implementing Pop-ups and Forms.
5. A/B Testing for Optimized Capture.
6. Utilizing Chatbots.
7. Best Practices for Data Collection.

### Phase 3: Week 5-6 (Lead Nurture)

1. Understanding Lead Nurturing
2. Building a Lead Nurture Funnel
3. Email Marketing Sequences
4. Marketing Automation
5. Personalization and Segmentation
6. Content for Lead Nurturing

## Who Should Join This Training?

1. Aspiring digital marketers
2. Marketing professionals seeking to enhance their digital skills
3. Entrepreneurs looking to grow their online presence
4. Beginners aiming to enter the digital marketing field
5. Content creators and social media managers.
6. Sales professionals transitioning into digital marketing roles
7. Anyone interested in mastering lead generation, capture, and nurturing

## Training Details:

Total Sessions	18
Sessions Per Week	3
Timing	9PM to 11PM PKT (THU-FRI-SAT)
Training Site	Remote and Onsite

## Registration:

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Contact No.	+923351640775
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## Training Fee:

PAKISTAN	25,000/- PKR
INTERNATIONAL	USD 100