

Digital Marketing

Lecture 12

By

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Online lead Generation

- ▶ Lead Qualification
- ▶ Visitor
- ▶ Call to action (subscribe, click here)
- ▶ Lead generation technique
- ▶ Blogging



Cont...

- ▶ Email List
- ▶ Google adwords
- ▶ Affiliate marketing
- ▶ Competitions
- ▶ Influence marketing
- ▶

