



MICRO-CERTIFICATION IN LEAD GENERATION FOR BUSINESS

In the competitive landscape of business, the ability to generate high-quality leads is crucial for sustained growth and success. The Micro-Certification in Lead Generation for Business at NBUC is meticulously designed to equip professionals with the skills and strategies necessary to attract, nurture, and convert leads effectively.



Delivery mode: Online

Duration of study: 7 Weeks / 14 Hours

Level: Advanced

Program Overview

Lead generation is the lifeblood of business growth, providing the fuel needed to drive sales and expand customer reach. This micro-certification program is tailored for marketers, sales professionals, entrepreneurs, and anyone eager to master the art of lead generation in the digital age.

Assessment

- Coursework: 80%
- Examination: 20%

PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of lead generation, from strategic planning to tactical execution. Participants will engage in hands-on exercises, case studies, and real-world scenarios to gain practical experience in implementing lead generation techniques.

ENROLL TODAY

Whether you're a marketing professional aiming to enhance your lead generation skills or an entrepreneur seeking to fuel business growth, the Micro-Certification in Lead Generation for Business at NBUC is your pathway to success.

Enroll today and take the first step toward becoming a proficient lead generation specialist!

Why NBUC?

At NBUC, we are committed to providing industry-relevant education that empowers individuals to thrive in their professional endeavors. Our experienced instructors bring a wealth of knowledge and real-world insights to the program, ensuring participants are well-prepared to navigate the dynamic field of lead generation.

KEY LEARNING OBJECTIVES

- **Understanding Lead Generation Fundamentals:**
 1. Explore the foundational principles of lead generation and its pivotal role in business success.
 2. Understand the buyer's journey and how it influences lead generation strategies.
- **Strategic Content for Lead Generation:**
 1. Learn to create compelling and targeted content that attracts and engages potential leads.
 2. Explore various content types, including blog posts, eBooks, webinars, and more.
- **Optimizing Landing Pages and Conversion Forms:**
 1. Dive into the principles of designing high-converting landing pages.
 2. Understand the elements of effective conversion forms for lead capture.
- **Lead Nurturing Strategies:**
 1. Explore techniques for building relationships with leads over time.
 2. Learn about email marketing, marketing automation, and other nurturing strategies.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing Technology

TO REGISTER OR ENQUIRE

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