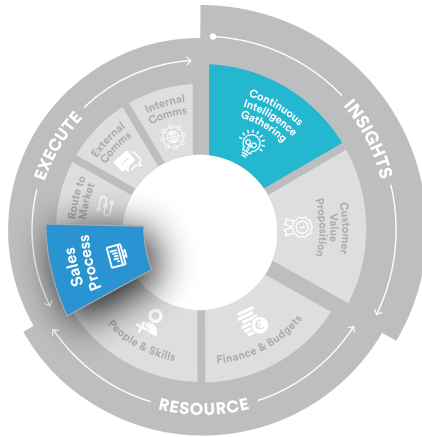


MASTERCLASS IN DIGITAL LEAD GENERATION

FINDING NEW LEADS AND CULTIVATING
THEM TOWARDS BECOMING CUSTOMERS
IN A REPEATABLE PROCESS



MASTERCLASS IN DIGITAL LEAD GENERATION



Many Irish companies have a world class product or service, but struggle to find potential clients who they can help. Prospecting for leads is the first step of the sales process, driven by an understanding of the types of clients in the market and how your solution can help them.

The Masterclass in Digital Lead Generation will help you and your team develop a structured and

measurable process for planning and implementing digital lead generation plans for your business.

You will have the opportunity to learn and practice lead generation skills, hear from peers and come away with practical tools to implement these in your business.

This masterclass is offered as an intense, interactive, 3-hour online session, so be prepared to engage to make the most of your time.

Enterprise Ireland has continuously supported clients with an 8-part framework covering all aspects of the sales and marketing process and this masterclass with signpost follow on options in other areas.

The Masterclass in Sales Pipeline Management may be considered as a follow-on support to this masterclass, helping you to convert more of the leads you generate into actual sales.

Who should attend

The Masterclass is aimed at Enterprise Ireland clients looking to improve their digital lead generation process, and to better understand their market.

Typical attendees are the company CEO and another Senior colleague. Typically, they will be responsible for lead generation and the sales process. Other Senior sales team members will also be considered, as will key people leading other areas (e.g. Engineering) who need to understand this vital topic.

Please be aware that each masterclass is a small group and you will be carefully matched into virtual break-out sessions. This will require communication, teamwork and learning from each other.



Outcomes

After completing this virtual masterclass, you and your team will:



Understand how to research and scope the digital lead generation opportunity for your business.



Recognise the importance of building your plan around the unique customer buying journey of your product or service.



Identify the key steps in building your digital lead generation plan.



Implement best practice tools and approaches to follow for success.

The Masterclass is delivered online and participants will receive a workbook containing tools and canvases for use during and after the Masterclass.

Optional 1 to 1 and further Enterprise Ireland support

The Masterclass in Digital Lead Generation is part of Enterprise Ireland's wider supports for Sales and Marketing.

Depending on your need, you may have the opportunity for a 1 to 1 engagement to embed the masterclass learnings in your company.

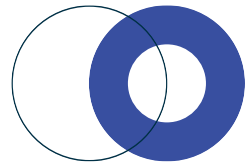
In addition, other Enterprise Ireland supports such as Excel @ Market Intelligence, in-depth eMarketing engagement, the Strategic Marketing Review (SMR), the Business Growth Advisor (BGA) or our longer-term International Selling Programme (delivered in conjunction with TUDublin) may be suitable follow on steps to the Masterclass.

Delivery partners - IMS Marketing



IMS are a strategic marketing partner for companies looking to research, enter or grow the markets for their products and services internationally.

The IMS team includes a senior team of advisors who are experienced in supporting all stages of the sales and marketing process. Working with companies of all sizes and stages of internationalisation they have assisted clients in over 15 countries in the past three years.



Costs

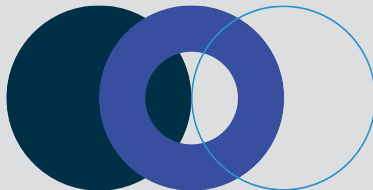
By participating in the pilot, Enterprise Ireland clients can avail of the online masterclass at no charge. Later workshops will have a standard pricing (€300 per client).

As we are limiting class size to encourage interaction, they will be oversubscribed. We do need to reserve the right to charge for late cancellations as Enterprise Ireland's aim is to embed these learnings into as many exporting companies as possible.

Dates, duration and how to apply

- Duration – 9:15am – 12.30
- Dates – Tuesday 11th May
Tuesday 15th June
(with further dates to be announced)

To sign up for the programme click [here](#)



For more information

For more information, please contact:



Karina Gannon
Project Manager,
Sales & Marketing Workshops
Client Management and Development
E: karina.gannon@enterprise-ireland.com



Paul Browne
Programme Manager,
Client Management and Development
E: paul.browne@enterprise-ireland.com



Akiko Sato
Market Advisor, Sales & Marketing Unit
E: akiko.sato@enterprise-ireland.com

To sign up for the programme click [here](#)

#GlobalAmbition

 **ENTERPRISE
IRELAND**