Practical B2B Lead Generation

The training "B2B Lead Generation in Practice" focuses on building a comprehensive and scalable lead generation system in B2B companies, rather than running isolated marketing campaigns that are disconnected from each other.

Participants will learn how to plan lead generation activities based on revenue targets, the logic of the sales pipeline, and clear definitions of MQL and SQL. The training demonstrates how to integrate different lead acquisition channels—SEO, paid campaigns, outbound activities, content marketing, and events—into one coherent ecosystem that supports the sales process.

An important part of the program is lead nurturing, understood as the systematic management of leads at different stages of purchase readiness. The training also examines the most common mistakes in B2B lead generation and presents practical ways to eliminate them. The program is based on real examples and case studies from technology, software, and service companies.

Training recipients

The training is designed for marketing specialists, marketing managers, and founders of B2B companies who are responsible for lead generation and want to structure their activities around data, sales processes, and revenue targets.
The program will be particularly valuable for professionals working in technology, software, and service companies, where effective lead generation is a key driver of business growth.

Benefits

- Ability to design a B2B lead generation system instead of running isolated campaigns
- Understanding the logic of MQL, SQL, and the sales pipeline
- Ability to plan marketing activities based on revenue targets
- Knowledge of how to run effective B2B lead nurturing processes
- Ability to integrate multiple lead generation channels into one coherent strategy
- Ability to identify the most common B2B lead generation mistakes and how to eliminate them

Training program

1. Introduction to B2B Lead Generation
- Key differences between B2B and B2C lead generation
- Why campaigns alone are not enough – adopting a systems-based approach

2. Designing a B2B Lead Generation System
- Core components of an effective lead generation system
- Aligning marketing with the sales process
- The role of data and marketing automation

3. The Logic of MQL, SQL, and the Sales Pipeline
- Practical definitions of MQL and SQL
- Planning marketing activities from **revenue goals back to leads**
- Marketing–sales collaboration

4. Lead Nurturing in B2B
- Lead segmentation and levels of purchase readiness
- Lead nurturing scenarios and workflows
- The role of content and email marketing

5. Multichannel Lead Generation
- SEO and content marketing in lead generation
- Paid campaigns (search and social)
- Outbound activities and sales support
- Online and offline events as lead sources
- Integrating channels into a single system

6. Common Mistakes in B2B Lead Generation
- Lack of clear MQL and SQL definitions
- Marketing disconnected from sales
- Focusing on lead volume instead of lead quality
- Best practices for eliminating these issues

7. Case Studies and Summary

- Examples from tech, software, and service companies
- Practical implementation recommendations

8. Workshop
- Designing a lead generation funnel for your company

Expected preparation of the participant

No specific prior preparation is required from participants.

Duration

1 days / 8 hours

Language

Training: english
Materials: english