



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 19 April 2026 To 23 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This professional course on 'B2B Marketing and Lead Generation' is designed to equip marketing professionals with the necessary skills and knowledge to effectively generate and nurture leads within the B2B landscape. Over the course of five days, participants will explore strategies, tools, and techniques to enhance their marketing efforts and drive business success.

- Understand key B2B marketing principles and their application.
- Explore strategies for effective lead generation and conversion.
- Learn to utilize digital marketing tools for B2B success.
- Develop skills for managing and nurturing leads.
- Create and evaluate a B2B marketing plan.

## Course Outlines

### Day 1: Introduction to B2B Marketing

- Understanding the B2B market landscape
- Key differences between B2B and B2C marketing
- Identifying target markets and buyer personas
- Exploring B2B marketing channels
- Setting objectives and goals for B2B marketing

### Day 2: Strategies for Effective Lead Generation

- Overview of lead generation strategies
- Inbound vs. outbound lead generation techniques
- Content marketing for lead generation
- Leveraging social media platforms
- Creating high-converting landing pages

### Day 3: Digital Tools and Technology in B2B Marketing

- Utilizing CRM systems for lead management
- Marketing automation tools
- Email marketing strategies and best practices
- Analytics and tracking for B2B marketing
- Exploring AI and machine learning in B2B marketing

### Day 4: Lead Management and Nurturing

- Understanding the lead lifecycle
- Developing lead nurturing campaigns
- Personalization strategies for lead engagement
- Using segmentation for targeted marketing
- Measuring lead nurturing effectiveness

### Day 5: Developing a B2B Marketing Plan

- Components of a successful B2B marketing plan
- Budgeting and resource allocation
- Integrating sales and marketing strategies
- Evaluating and adapting marketing strategies
- Case studies and practical application