Mastering Modern Inbound Marketing and High-Quality Lead Generation Training Course



07 - 11 Dec 2026

Rome

5800 € (Per Person)

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Course Introduction / Overview:

The digital landscape has fundamentally changed how businesses attract, engage, and convert prospects. This intensive, five-day training course offered by BIG BEN Training Center provides a comprehensive, practical, and up-to-date guide to building and executing a successful inbound marketing strategy that delivers consistent, high-quality lead generation. The traditional outbound model of interrupting consumers is no longer effective; modern success hinges on creating valuable content that pulls the ideal customer toward your brand. Participants will explore the entire inbound methodology, from content creation and distribution to lead nurturing and sales alignment, ensuring a seamless journey from stranger to delighted customer. We will delve into the critical role of search engine optimization, content strategy, social media engagement, and marketing automation in driving organic traffic and converting visitors into qualified sales leads. The curriculum is informed by best practices in the field and academic insights, including the foundational work presented in Inbound Marketing: Attract, Engage, and Delight Customers Online by HubSpot co-founders Brian Halligan and Dharmesh Shah. By mastering these principles, attendees will be equipped to build a reliable, scalable system for sustainable business growth, turning their marketing department into a true revenue driver. This program emphasizes practical application and the development of actionable lead generation strategies tailored to various target sectors and industries.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors looking to transition to a modern, data-driven approach.
- Sales Professionals and Leaders aiming to improve the quality and volume of their sales pipeline.
- Digital Marketing Specialists focused on content marketing, SEO, and social media.
- Business Owners and Entrepreneurs seeking sustainable customer acquisition strategies.
- Product Managers responsible for defining and promoting product value.
- Content Creators and Strategists developing engaging materials for the buyer's journey.
- Analysts and Strategists focused on measuring and optimizing marketing performance.

Target Sectors and Industries:

- Technology and Software (SaaS) companies focused on recurring revenue models.
- Financial Services and FinTech institutions managing complex sales cycles.
- Healthcare and Life Sciences require specialized content for complex topics.
- Manufacturing and Industrial sectors shifting to B2B digital commerce.
- Consulting and Professional Services firms building thought leadership.
- E-commerce and Retail businesses seeking to improve online conversion rates.
- Education and Training providers attracting prospective students or corporate clients.
- Government agencies and equivalents modernize their public engagement and recruitment.

Target Organizations Departments:

- Marketing Department focuses on campaigns, content, and digital strategy.
- Sales Department responsible for converting high-quality sales leads.
- Business Development tasked with identifying and qualifying new market opportunities.
- Customer Success and Service enhancing customer retention through valuable engagement.
- Product Management defining the buyer persona and value proposition.
- Corporate Communications managing brand voice and social media marketing.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive inbound marketing strategy aligned with business objectives.
- Define and segment ideal buyer personas to target high-value prospects.
- Create a high-converting content marketing plan mapped to every stage of the buyer's journey.
- Implement advanced search engine optimization tactics for organic traffic generation.
- Design and optimize effective lead magnets and landing pages that maximize conversion rates.
- Use marketing automation and lead scoring to nurture prospects into sales-ready leads.
- Align marketing and sales processes to create a unified and efficient sales pipeline.
- Measure and analyze key performance indicators (KPIs) to optimize lead generation funnels.
- Apply social selling and engagement strategies to attract inbound interest.

Course Methodology:

This highly interactive and practical course employs a diverse range of training methods to ensure complete mastery of modern inbound marketing and lead generation strategies. The structure blends expert-led lectures and focused group discussions with extensive practical application. Real-world case studies from successful organizations in various target sectors will be examined to illustrate the principles in action, providing participants with immediate, tangible examples of effective implementation. We will utilize interactive workshops and team-based problem-solving scenarios, where attendees will work on developing a live inbound content strategy and a corresponding lead generation funnel for a fictional or their own organization. Emphasis is placed on using practical templates and frameworks for buyer persona creation, content mapping, and lead scoring methodology. Feedback sessions are integrated throughout the program, allowing participants to receive constructive criticism on their developed strategies and refine their understanding of search engine optimization and marketing automation best practices. This dynamic approach, facilitated by BIG BEN Training Center's professional instructors, ensures that every participant leaves with a concrete, ready-to-implement strategy, moving beyond mere theory to practical, measurable results in generating high-quality sales leads. The learning environment promotes continuous peer-to-peer sharing of experiences and innovative ideas.

Course Agenda (Course Units):

Unit One: The Foundation of Inbound Strategy and Buyer Persona Development

- Defining the modern inbound marketing methodology and its impact on revenue growth.
- Understanding the buyer's journey and mapping it to the sales funnel stages.
- Creating detailed and actionable buyer personas to focus content and lead generation efforts.
- Conducting comprehensive market research and competitive analysis.
- Identifying the core value proposition and unique selling points (USPs).
- Establishing measurable marketing and sales alignment objectives.
- Introduction to the essential tools for inbound success and data analysis.

Unit Two: Content Strategy and Search Engine Optimization for Attraction

- Developing a pillar-cluster content strategy to build topical authority.
- Advanced keyword research for high-intent, long-tail search terms.
- Optimizing on-page SEO elements: title tags, meta descriptions, and header structure.
- Creating high-value content formats: blogs, e-books, videos, and interactive tools.
- Strategies for effective content distribution across multiple digital channels.
- Understanding the role of technical SEO and website health in lead generation.
- Measuring content performance and its contribution to qualified sales leads.

Unit Three: Converting Visitors into Leads with High-Performance Assets

- Designing high-converting landing pages and thank you pages.
- Developing compelling lead magnets and offers for each stage of the funnel.
- Writing persuasive calls-to-action (CTAs) and placement best practices.
- Implementing effective form design and progressive profiling techniques.
- Understanding and utilizing conversion rate optimization (CRO) principles.
- Capturing lead data ethically and compliantly (GDPR, CCPA).
- Using A/B testing to maximize landing page and offer performance.

Unit Four: Lead Nurturing, Scoring, and Marketing Automation

- Building effectively leads to nurturing workflows using marketing automation platforms.
- Developing personalized email marketing campaigns for segmentation and engagement.
- Implementing a robust lead scoring model to qualify prospects for sales.
- Defining the critical hand-off process from marketing qualified lead (MQL) to sales qualified lead (SQL).
- Strategies for re-engaging cold or inactive leads in the database.
- Integrating the marketing platform with the Customer Relationship Management (CRM) system.
- Advanced segmentation techniques for highly targeted communication.

Unit Five: Sales Alignment, Reporting, and Continuous Optimization

- Creating a Service Level Agreement (SLA) between sales and marketing.
- Analyzing and reporting on key performance indicators (KPIs) for the entire funnel.
- Calculating the return on investment (ROI) for inbound marketing efforts.
- Using closed loop reporting to connect marketing efforts to final revenue.
- The role of sales enablement content and tools in the closing process.
- Strategies for identifying and eliminating friction points in the lead-to-customer journey.
- Developing a framework for continuous process improvement and optimization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

To what extent does the strategic alignment of content mapped to the buyer's journey fundamentally shift the power dynamic from seller to buyer, and how can marketing automation systems be leveraged to ensure that this shift translates into higher long-term customer value rather than simply increased lead volume?

What unique qualities does this course offer compared to other courses?

This training course stands out by providing an integrated, end-to-end framework for modern revenue generation, going far beyond fragmented lessons on individual digital tools. We do not just teach participants how to use social media or write a blog post, but rather why and when these actions are necessary within a cohesive, data-driven system for high-quality lead generation. The curriculum places a strong emphasis on the strategic alignment between the marketing and sales departments, a critical friction points often ignored in other programs. Participants will master the methodology of developing detailed buyer personas and mapping content to every stage of their complex journey, ensuring that every marketing effort attracts a truly qualified prospect. Our use of real-world corporate case studies and practical, collaborative workshops where attendees build an actual lead scoring and nurturing system ensures that the knowledge is immediately actionable. This focus on strategic foresight, advanced lead scoring, and closed loop reporting to measure true ROI makes this program unique. The professional environment at BIG BEN Training Center facilitates a deep understanding of inbound principles, fostering a mindset where marketing is viewed not as a cost center, but as a reliable, scalable engine for business growth across all target sectors and industries