Advanced Performance Marketing and Lead Generation Training Course



21 - 25 Dec 2026

Milan

5900 € (Per Person)

Ref: #MAR7763_144042

Course Introduction / Overview:

This comprehensive training course is designed to transform participants into elite performance marketers capable of driving measurable growth and generating high-quality leads. In today's competitive digital landscape, success is not just about reach but about results, a principle championed by digital marketing evangelist Avinash Kaushik in his seminal work, "Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity.". This course moves beyond theoretical knowledge to provide a deep, practical understanding of the entire performance marketing ecosystem, from strategic planning and budget allocation to advanced campaign optimization and lead nurturing. Participants will explore the intricate mechanics of building and managing profitable campaigns across various channels, including paid search, social media, content marketing, and affiliate networks. At BIG BEN Training Center, we focus on a data-driven methodology, empowering you to analyze key metrics, calculate customer acquisition costs, and maximize return on investment (ROI). This program is meticulously structured to bridge the gap between generating a lead and converting it into a loyal customer, covering everything from landing page optimization and A/B testing to marketing automation and CRM integration. It is the definitive guide for professionals seeking to master the art and science of performance-based customer acquisition.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- Lead Generation and Demand Generation Managers.
- PPC and SEM Analysts.
- Social Media Advertising Professionals.
- Content Marketers and Strategists.
- Sales Professionals and Business Development Managers.
- Entrepreneurs and Small Business Owners.
- Marketing Consultants and Agency Professionals.
- Product Managers seeking to drive user acquisition.

Target Sectors and Industries:

- E-commerce and Retail.
- Technology and Software as a Service (SaaS).
- Financial Services and FinTech.
- Real Estate and Property Development.
- Healthcare and Pharmaceuticals.
- Education and E-Learning.
- Travel and Hospitality.
- Professional Services and Consulting.
- Governmental and Non-Profit Organizations.
- Telecommunications and Media.

Target Organizations Departments:

- Marketing Department.
- Sales Department.
- Business Development Department.
- Digital Strategy and Innovation Teams.
- Corporate Communications Department.
- Product Management and Development Teams.
- Customer Acquisition and Growth Teams.
- Advertising and Promotions Department.

Course Offerings:

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

- Develop comprehensive, data-driven performance marketing strategies aligned with business objectives.
- Master advanced lead generation techniques across paid search, social media, and content marketing channels.
- Design and optimize high-converting landing pages and sales funnels.
- Implement robust A/B testing and multivariate testing frameworks for continuous improvement.
- Analyze key performance indicators (KPIs) to measure campaign effectiveness and ROI accurately.
- Utilize marketing automation platforms for effective lead nurturing and scoring.
- Manage advertising budgets effectively to maximize profitability and scale campaigns.
- Integrate performance marketing efforts with CRM systems for a seamless sales process.
- Forecast marketing outcomes and report on performance to key stakeholders with confidence.
- Navigate the complexities of multi-channel attribution and customer journey analysis.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants not only learn the concepts but can also apply them effectively in their professional roles. We believe in a hands-on approach that moves beyond traditional lectures. The course incorporates a blend of expert-led presentations, in-depth case study analyses of successful and unsuccessful performance marketing campaigns, and collaborative group workshops. Participants will engage in practical exercises, such as creating campaign blueprints, developing lead scoring models, and analyzing real-world data sets to derive actionable insights. Interactive sessions, Q&A panels, and peer-to-peer discussions are central to our approach, fostering a dynamic learning environment where diverse experiences and perspectives are shared. Our trainers facilitate a process of discovery, guiding participants through complex problem-solving scenarios. This blended learning model ensures that every individual leaves with a robust skill set, a strategic mindset, and the confidence to implement high-impact performance marketing and lead generation initiatives within their organization.

Course Agenda (Course Units):

Unit One Foundations of Performance Marketing and Lead Generation

- Defining performance marketing versus brand marketing.
- Understanding the modern lead generation ecosystem.
- Key performance indicators (KPIs) for success.
- Calculating Customer Acquisition Cost (CAC) and Lifetime Value (LTV).
- Developing a strategic performance marketing plan.
- Budget allocation and forecasting for ROI.
- The psychology of conversion and user intent.

Unit Two Crafting High-Converting Campaigns and Funnels

- Anatomy of a high-impact landing page.
- Principles of persuasive copywriting for ads and landing pages.
- Designing effective calls-to-action (CTAs).
- Mapping the customer journey and building sales funnels.
- A/B testing and multivariate testing methodologies.
- Optimizing for mobile-first user experiences.
- Implementing conversion tracking and pixels correctly.

Unit Three Advanced Channel-Specific Lead Generation Tactics

- Mastering Google Ads for lead generation (Search, Display, Video).
- Advanced Facebook and Instagram advertising strategies.
- Leveraging LinkedIn for B2B lead generation.
- Content marketing and SEO for inbound lead acquisition.
- Affiliate and influencer marketing for performance.
- Native advertising and programmatic buying.
- Email marketing funnels for lead capture and nurturing.

Unit Four Data, Analytics, and Optimization Strategies

- Setting up and interpreting Google Analytics for performance goals.
- Building insightful dashboards and performance reports.
- Understanding multi-channel attribution models.
- Conducting cohort analysis to understand user behavior.
- Using heatmaps and session recordings for UX insights.
- Data-driven strategies for continuous campaign optimization.
- Competitive analysis and market intelligence gathering.

Unit Five Lead Nurturing, Automation, and Scaling for Growth

- Introduction to marketing automation principles and platforms.
- Developing effective lead nurturing sequences.
- Implementing lead scoring to prioritize sales efforts.
- Integrating marketing platforms with CRM systems.
- Strategies for scaling successful campaigns without sacrificing quality.
- Managing and optimizing for lead quality over quantity.
- Future trends in performance marketing and lead generation.

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:

In an era of increasing data privacy regulations and the decline of third-party cookies, how must performance marketers adapt their strategies to ethically balance personalization with user consent while still achieving high-quality lead generation targets?

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

This training course distinguishes itself by adopting a holistic and strategic perspective on performance marketing, moving beyond a narrow focus on platform-specific tactics. While many courses teach you which buttons to press, our curriculum is built around the core business objective of profitable growth. We emphasize the critical link between marketing spend and measurable business outcomes, such as return on investment and customer lifetime value. The program uniquely integrates the art of creative campaign design with the science of data analysis, ensuring participants can craft compelling messages and rigorously test and optimize them for maximum impact. Furthermore, this course bridges the common gap between marketing and sales by dedicating significant attention to lead quality, nurturing, and CRM integration, ensuring that marketing efforts translate directly into sales pipeline. Rather than providing a fleeting overview of trends, we delve into the fundamental principles and analytical frameworks that empower participants to adapt and thrive in the ever-evolving digital marketing landscape, making them strategic assets to their organizations.