

AI & Lead Generation Training Course

Enhance your lead generation using AI tools and techniques

Course Dates

Please note: This course is currently only available [in-house](#)

AI is having a huge impact on all key areas of marketing. When it comes to lead generation, the same applies. AI is transforming how businesses identify and engage with potential customers through the funnel.

From analysing large datasets, to predicting buyer behaviour and automating communication, AI can vastly improve lead generation accuracy, productivity, and performance. Sales and marketing teams looking to enhance their lead generation and lead nurturing using AI need to act now.

Led by lead gen. specialist and author, Simon Hall, the AI & Lead Generation training course is a must for anyone looking to harness the power of AI in a lead generation world.

You will learn how AI fits into the lead generation process, what tools and tech stacks to use, and how to modify your processes with AI in mind.

Course Programme

1. Welcome & Scene-Setting

- Introduction & objectives
- What “AI” really means in a lead generation context (LLMs, machine learning, predictive modelling, natural language generation)
- AI use cases in lead generation and related

2. AI-Powered Prospecting & Lead Enrichment

- AI in data sourcing using tools inc. Apollo & Clay
- AI and CDP platforms explained using Zoominfo
- Auto-enrichment e.g. via Dropcontact, 6sense
- Dynamic segmentation using behavioural data and AI clustering

Live Demo:

- AI in lookalike accounts using Oppwiser
- Build a Zapier/Make automation for lead routing to CRM

Exercise:

- Build an ideal customer profile (ICP) model and test AI-based enrichment

3. Content & Awareness Campaign Creation Using LLMs

- Using ChatGPT, Gemini, Copilot for top-of-funnel attraction
- Prompt engineering for different persona profiles
- A/B test creation for landing pages
- Creating lead magnets in real time using LLMs

Exercise:

- Crafting a compelling landing page

4. Lead Nurturing with AI: From Static Journeys to Predictive Engagement

- Traditional vs AI-driven nurturing
- Tools overview: HubSpot (AI content assistant & workflows), Ortto, ActiveCampaign, Instantly.ai
- Generating nurture emails with variation by segment
- GPT-generated micro-nurture sequences for niche audiences
- GPT + Zapier + CRM = hyper-personalised nurture sequences on autopilot
- Design a dynamic nurture journey using AI triggers (e.g. engagement scores, page visits, email opens)

Live Demo:

- Integrate automation into the email nurture sequence between ChatGPT and Zapier
- Creating an entire email nurture sequence with ChatGPT

Exercise:

- Designing a nurture sequence

5. AI for Lead Scoring, Qualification & Pipeline Prioritisation

- How AI-based lead scoring works: predictive modelling vs rule-based systems
- Lead scoring platforms explained: Salesforce Einstein, HubSpot Predictive Lead Scoring, MadKudu, 6sense, Marketo Engage
- Combining AI scoring with real-time behaviour signals (email, site activity, CRM)

Live Demo:

- Comparing traditional vs AI-driven lead scoring
- Using GPT to assess and score leads based on form submissions

Exercise:

- Design a simple scoring model using AI signals
- Create a trigger for handing off MQLs to sales automatically

6. Personalisation and Content Strategy

- Conversational technology, Chatbots as AI-driven MQL filters (e.g. Drift, Tidio, Intercom)
- Personalising blogs and white papers using personas
- Content optimisation with AI tools
- Increasing the value of content with content repurposing
- Intelligent scheduling and follow-up using Reclaim.ai or Calendly AI

Live Demo:

- Creating a personalised landing page experience for key segments using AI logic
- Using an AI chatbot to qualify and convert visitors in real-time

Exercise:

- Map out a personalisation + nurture + chatbot flow for a specific buyer persona

7. Governance, Selection & Next Steps

- Responsible AI use: transparency, data privacy, hallucinations
- Integrating AI into your martech stack: when to build vs buy
- Evaluating tools: AI capability matrix for your business
- Keeping your team AI-literate and competitive

Takeaway Materials:

- Prompt library for lead nurturing, segmentation, scoring
- AI tool selector matrix (by funnel stage, pricing, capability)
- Scoring and nurture design templates
- Integration ideas using Zapier, Make.com, or native CRM workflows

Benefits

Following this training course, you will understand:

- ✓ The latest AI trends and how they relate to lead generation
- ✓ How and where AI can support your lead generation activity
- ✓ AI's role in nurturing leads
- ✓ How to use AI to learn about your customers
- ✓ Where AI can help your market and competitor analysis
- ✓ How AI can be used to identify and learn about accounts
- ✓ How generative AI can be used to create content for your lead gen. campaigns

All attendees will receive attendance certification and digital copies of course materials

Audience

This course is suited to anyone in with an interest in how AI tools and processes can be used to improve lead generation and lead nurturing. Typical attendees include marketing, sales and CRM professionals.

No proprietary software licences are required, although access to an LLM such as ChatGPT, Copilot or Gemini is preferred.

What people say