

Unlock Effortless Lead Generation and Qualification with Social Media and AI!

Three experts will deliver a structured and cohesive workshop with practical, actionable knowledge. The workshop covers the entire customer journey, from lead generation to legal compliance. The audience will gain useful tips and strategies to implement and insight into a cutting-edge, future-proof system.

Part 1: Philipp – Lead Generation through Social Media (30 Minutes)

Objective: The audience will understand how to strategically use social media to generate high-quality leads and how simple it is to implement these methods in practice.

Content:

1. Introduction and Overview:

- Highlight the problem: Many companies fail to fully exploit the potential of social media.
- Explain why social media is the most effective tool for reaching relevant prospects.

2. The Strategy Behind Lead Generation:

- A brief overview of the process: From ads to initial interaction and contact capture.
- Targeted content and audience analysis: How to address customer needs precisely.

3. Live Demonstration:

- Philipp will showcase in real time how leads can be generated in just seconds.
- A practical example of a social media campaign targeting a specific audience.
- Goal: To leave participants feeling confident about the ease and applicability of this approach.

4. Transition:

- Generating leads is the first step. But how do you ensure these leads are relevant? Now, Denis and Nik will demonstrate how to qualify contacts effectively and pass only the best to your team."

Part 2: Denis Kornienko and Nik Uspenskiy – Lead Qualification with AI (30 Minutes)

Objective: The audience will learn how AI-powered solutions can automate the lead qualification process and integrate seamlessly into everyday tools like WhatsApp and email with minimal technical effort.

Content:

1. Introduction:

- What is lead qualification, and why is it crucial for success?
- Typical challenges: lack of time, unclear processes, and unqualified leads.

2. Presenting the AIVOTAR Solution:

- Virtual agents as “24/7 team members” that handle first contact, collect data, and qualify leads.
- Seamless integration with daily communication tools like WhatsApp, email, or text messages—no complex technical implementation required.
- Emphasis on user-friendliness and immediate applicability for any business.

3. Benefits for Businesses:

- Time and resource savings: Automated processes free up internal teams.
- Increased efficiency: Only qualified contacts are passed to sales or service teams.
- Practical application: Solutions are quick and easy to implement—no prior technical knowledge needed.

4. Live Demonstration:

- Denis and Nik will show how a virtual agent qualifies leads via WhatsApp or email in real time.
- Outcome: A fully qualified lead ready for the sales team.

5. Summary and Transition:

- "As you've seen, our solution not only makes the lead qualification process more efficient but also incredibly simple. With just a few clicks and everyday tools, you can get started immediately."

Conclusion: Key Takeaways and Call to Action (5 Minutes)

1. Summary of Key Points:

- **Philipp:** Social media is a powerful tool for generating high-quality leads.
- **Denis and Nik:** AI simplifies lead qualification and makes it accessible for any business without technical hurdles.

Q&A: Interactive Question Session (15 Minutes)

The speakers will answer questions, clarify details, and address specific concerns to build trust and emphasize the value of the solutions.