



# Lead Generation: Multichannel PPC Strategy

Course completed by Silvia Boycheva  
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Top skills covered

Multi-Channel Marketing

Pay Per Click (PPC)

A stylized, handwritten signature in black ink that reads "Dan Brodnitz".

Head of Content Strategy, Learning



Certificate ID: 7f07afe690e037932b7ae424c6215ce25a32ed4f37501e4692eab9e8c896ce89