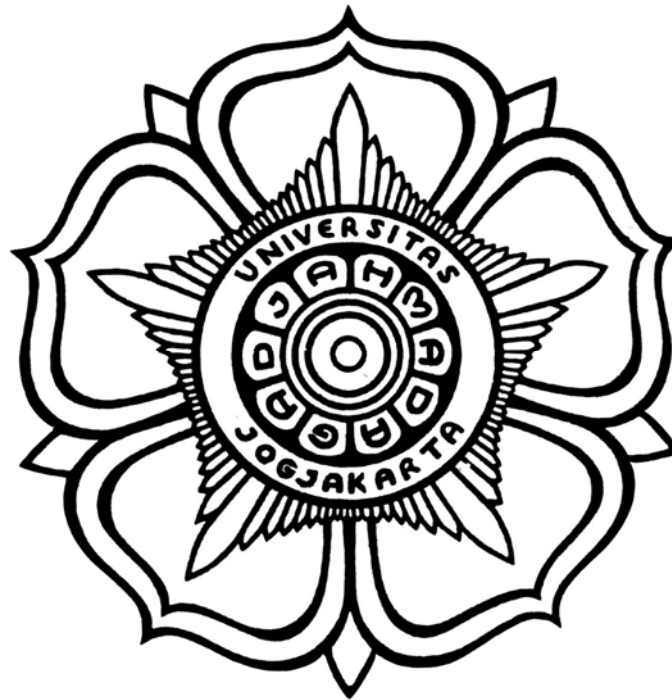


## **A SHIFT TO INBOUND MARKETING IN LEAD GENERATION**

**DETERMINING THE MATURITY LEVEL OF TELENET BUSINESS (BELGIUM) AND UPC BIZNES (POLAND) USING THE DIGITAL MARKETING MATURITY MODEL AND ESTABLISHING HOW INBOUND MARKETING SOLUTIONS CAN HELP THEM GENERATE MORE LEADS, MANAGE LEADS, AND CONVERT LEADS INTO CUSTOMERS**



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