

LinkedIn Training Course

Course Description:

With a network of over 550 million members across 140 different industries and over 200 countries, LinkedIn has changed the game of business forever.

It has never been easier to search, find and connect with thousands of potential prospects across the world. For any marketing campaign to be successful you first need a plan and LinkedIn is no different. Not having a clear and actionable plan is one of the main reasons why 90% of businesses fail to effectively use LinkedIn to build their influence and win new clients.

Course Objectives:

By the end of this training course, you will:

- Understand the real power of LinkedIn for business
- Boost practical staff skills in using LinkedIn
- Develop a plan for using LinkedIn effectively across your business

Course Content:

- The power of LinkedIn
- Setting up / reviewing your LinkedIn profile(s)
- How to build your network (with the right type of people)
- How to use the most important features of LinkedIn
- Understanding the established (and new) features
- A proven system for making LinkedIn work for your business
- Understanding and working with Groups
- Reviewing metrics and performance

Audience: This course is suitable for those with business development roles or any person in a role where use of LinkedIn can support the achievement of corporate, business function and/or personal job role objectives.

Prerequisites:

None

Course Duration: ½ Day

Please contact us for any further information <mailto:info@inspiringways.com>