

Details

- Duration: 1 day
- Location: Onsite
- Price: £325.00 (onsite)

Who is this course for?

This is the perfect course for those new to LinkedIn or who need a refresher on latest changes. We cater for agency & in-house as well as business owners looking to gain an overview of LinkedIn for their own business.



LinkedIn for Business

What is LinkedIn?

LinkedIn is a business focused social networking site. LinkedIn has 15 million users in the UK (last updated 3/11/2014). LinkedIn exists to help you make better use of your professional network and help the people you trust in return. LinkedIn has over 300,000 LinkedIn Groups that you can join.

Objectives

- Learn how to make your profile stand out from the crowd and attract your target market
- Learn how to search for the key decision makers that you want to contact with
- Learn how to increase your network quickly and effectively
- Learn how to create more sales and marketing opportunities through the power of LinkedIn

In-house LinkedIn Training Course

Our one day LinkedIn training course gives businesses or marketing teams both personal and business expertise on LinkedIn:

LinkedIn for you

- Learn how to build an effective and SEO friendly profile
- Key concepts and settings on LinkedIn
- The best ways to build & connect your network of contacts
- Finding the right people to connect with on LinkedIn
- Using LinkedIn groups, discussions and third party applications
- LinkedIn SEO, Getting to the top of search results for your target keywords
- Creating a Profile which will market, attract and sell for you
- Targeting people using the advanced search and other tools
- How to best connect with people (do's and don'ts)

Heard the latest?

LinkedIn announces showcase pages for companies.

LinkedIn
Showcase Pages



Among the slew of ad-related updates is [an update from LinkedIn to Company Pages](#). LinkedIn has long been making waves [by making it easier for companies to get exposure](#) and opening up its APIs for more great use cases.

Companies can now create Showcase Pages on LinkedIn, to focus on a particular brand, business area or initiative. LinkedIn users can follow Showcase Pages, which are focused on content updates, to keep on top of any new posts.

For Your Business

- A clear understanding of what LinkedIn can do for your business
- Learn how to build an effective and SEO friendly company page
- The best ways to build your LinkedIn network
- Set up & brand your LinkedIn Company Page
- Create a Showcase page
- Developing and Using your Company Pages
- Build & connect your network of contacts
- Start your discussions or groups to attract other experts in your field and raise your authority
- Publish your events
- Using LinkedIn groups, discussions and third party applications
- LinkedIn SEO - for company pages
- LinkedIn Rich Media
- LinkedIn analytics

At the end of the workshop you will receive a presentation & workshop notes, as well as a LinkedIn marketing plan tailored to your business. Throughout the course we will put your learning into practice by implementing features on your LinkedIn profiles and pages.

Course Structure

The format is usually a full day. The full day session can be split up combining both theory and practical work on your LinkedIn profiles and pages.

Morning

- Personal session - Key areas for in-depth learning
- Individual work - 1-2-1 sessions to get your individual profiles up to scratch.

Afternoon

- Business session - Development of your Company Pages
- Showcase pages on LinkedIn
- Session with managers to identify the best LinkedIn strategy and integrating it with your overall marketing strategy.



Takeaways

- LinkedIn hand-out pack
- ebook covering LinkedIn Profile Setup & Optimisation and 'Best Practice'
- 3 months email support

Course Outline

Introduction to LinkedIn

- Why LinkedIn is so important for business
- What is your LinkedIn strategy?
- Aims & Objectives

Creating the perfect profile

- Getting settings right
- Developing your profile to attract new clients
- Getting to the top of search results through keywords
- Using Rich Media to enhance your visibility and credibility

Developing your network

- Extending your network
- Using the advanced search facilities to find new customers and new business
- How to approach and connect with people

Marketing yourself, your company and services

- Developing and raising your profile
- Updates: how to use them
- Groups: participating and creating your own
- Recommendations, messaging, endorsements

An overview of the company profile functionality

- Setting up, expanding and promoting Company Pages
- Company Page Products and Services
- How to use the company search function
- Using the Company updates and follow buttons
- Creating Showcase pages
- Integrating your LinkedIn activity with other online activities

Reinforcing your value

- How to request recommendations for your business
- How to track the statistics of views, followers and demographics.