



LinkedIn Marketing

Connect | Influence | Convert

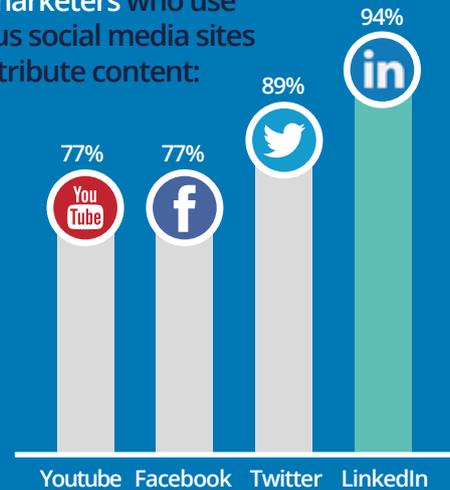
Course Brochure

Learn how to ?

- ✓ Create a professional profile
- ✓ Build an engaged audience
- ✓ Identify key connections
- ✓ Establish authority through content
- ✓ Generate new sales opportunities



B2B marketers who use various social media sites to distribute content:



LinkedIn is the #1 channel B2B marketers use to distribute content.

Why study LinkedIn Marketing ?

- ✓ Develop strategies that create personal and brand awareness
- ✓ Learn how to maximise lead generation on LinkedIn
- ✓ Establish yourself as an expert in your industry

Who should take this course?



Freelancers

- Create a professional presence designed to impress
- Identify new business opportunities
- Learn how to rank highly for key search terms



Entrepreneurs

- Build an awesome online brand
- Identify the perfect customer
- Generate sales through Instagram



Sales Professionals

- Connect with key decision makers
- Understand social selling on LinkedIn
- Expand your professional network

"I never knew how powerful LinkedIn could be - I was able to sign up 5 new clients in just 1 month with my new LinkedIn strategies which I learnt in this course" - Leo Clifford (CEO of Digital Life Recruitment)



LinkedIn Marketing

Comprehensive Course Content

- 01** **An Introduction to LinkedIn Marketing**
Understand the value and opportunities LinkedIn can offer.
- 02** **The LinkedIn Landscape**
Learn why LinkedIn isn't like other social media platforms and why this is important.
- 03** **Creating Great Content**
Understand what people using LinkedIn are looking for - and how to create it.
- 04** **Develop a Professional Profile**
Construct an authoritative and professional profile that attracts the right audience.
- 05** **Using Your Profile Effectively**
Take your profile to the next level and turn it into your greatest marketing asset.
- 06** **Marketing Through Company Pages**
Develop a content strategy for your business that builds reach, awareness and sales.
- 07** **LinkedIn Paid Advertising**
Learn how to promote campaigns that create new business opportunities.
- 08** **Community Management**
Create a network of professionals who promote the products or services you offer.
- 09** **Understanding LinkedIn Analytics**
Measure results and adjust your strategies to increase effective use of LinkedIn.

✓ Why choose this course?

Developed By Experts



Learn By Doing Not Listening



Proven Growth Strategies



Our Experts Feature In



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WHERE THE WORLD GOES TO STUDY SOCIAL MEDIA

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