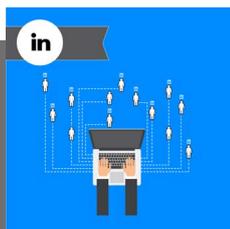


Course Syllabus



LinkedIn for Business

Call +44 (0)1865 522 658

Objectives

When you have completed the LinkedIn online course you will have an optimised personal profile that represents who you are. You will understand how to use LinkedIn to develop business through relationship marketing, participating in group discussions and connecting with the people you want to do business with. You will have a completed, optimised company profile and understand how to use your company profile to generate more brand awareness and more business through status updates and advertising. You will understand how to measure your efforts on LinkedIn to ensure you are not wasting your time.

Object 1 - LinkedIn Basics - What and Why

- What is LinkedIn?
- History of LinkedIn
- Content / Relationship Marketing
- Why would you want to use LinkedIn?
- Who is the LinkedIn audience?

Object 2 - Creating an Individual Profile

- Joining LinkedIn
- Keywords for LinkedIn Profiles
- Completing an Individual Profile
 - Headline and Picture
 - Experience
 - Contact Information
 - Optional sections
 - Featured Section
 - Skills
 - Accomplishments
- Profile Security

Object 3 - Using LinkedIn as an Individual

- Who to connect with

- Finding contacts
- Engaging with contacts
- Endorsements
- Deciding who can see your connections
- Status Updates
- Using Groups
- Using LinkedIn for research
- Who can see when you look at their profile
- Searching on LinkedIn
- Managing notifications
- Using LinkedIn to find a job
- Types of LinkedIn account

Learning Object 4 - Company Profile / Measuring Success and Best Practice

- Finding out more about using LinkedIn for business
- Why have a company profile
- Creating a company profile
- Company posts
- Linking an individual profile to a company profile
- Showcase Pages
- Insights
- Creating a group
- LinkedIn advertising
- How to measure success on LinkedIn
- Best practice
- Hashtags
- Events

Buy LinkedIn for Business Course





Summary

Duration: Materials access for 12 months
11 hours of course content

Price: £99 + VAT

Prerequisites: Broadband

Buy LinkedIn for Business Course



Reviews:

Many of us have a starter LinkedIn in page but not much more than that – but with Mary’s training course you can develop your LinkedIn profile and therefore your business profile. Clealy very knowledgeable on her subject I can highly recommend Concise Training to anyone that would like to know more. With no more than 5 in her group Mary offers an individual approach, very easy to get on with and no question is too silly for her. Added to that is the coffee, biscuits and pastries – a combination that is hard to resist!

- Annie Thompson ★★★★★

Before starting the course I didn’t know too much about LinkedIn but completing it has given me a great insight in to how to get the most out of it. It is quite interactive and gives great tips and ideas throughout. Mary Thomas was very helpful and overall I found the course very enjoyable. Therefore I would definitely recommend the LinkedIn online course.

- James Griffin ★★★★★

Read more reviews [here](#):

Call us today on +44 (0)1865 522 658
or email: mary@concisetraining.net



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Our online courses walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. Learn in your own environment, at your own pace.

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- 12 months access



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (11 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Creating Images (10 hours)



Twitter for Business (13 hours)



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WordPress for Websites (21 hours)

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