

# LinkedIn for Business Success



## Create a Professional Profile on LinkedIn

Although many business people are familiar with LinkedIn, have received invitations to join or even have a profile set-up, many are not active users and fail to understand or utilise LinkedIn as a channel to promote themselves, their business or communicate with and learn from other users.

This half day course aims to help non-users to get started or inactive users to become more active on LinkedIn. It is a practical hands-on course where delegates will learn key functions of LinkedIn, interact with each other and spend time making practical updates to their own profiles. Delegates will leave the session with an improved profile, new connections, and guidance on how to grow their get the most from their profile and grow their audiences.

### Course Content

- Key Concepts and settings on LinkedIn to get the most out of it
- Creating a Profile which will market, attract and sell for you
- Targeting prospects using the Advanced Search and other tools
- How to best connect with people (and how not to)
- Tools on LinkedIn to market and promote you, your products / services & your business
- Using Groups effectively as an interaction and targeting tool
- LinkedIn Rich Media making you stand out more
- Developing and Using your Company Pages to best effect
- Integrating, Coordinating and Best practice

