ADVANCED COURSE

LINKEDIN FOR BUSINESS

Course overview

- LinkedIn is a powerful tool for companies of all sizes. Learn how to make the world's #1 professional network work for your growing business. This course is designed for businesses without taking a lot of time and resources for marketing and business development. This course shows how to use the powerful and free tools on LinkedIn to position yourself as a leader in your field, build a brand for your company, and connect with clients and other businesses Plus, learn the secrets to getting listed in search results, turning leads into long-term clients, and taking your business to the next level.

What will you learn?

By the end of this course you will be able to do the following:

- Learn about LinkedIn
- Learn how to use LinkedIn for personal and employer branding using these two as Marketing tools
- Learn how to do LinkedIn advertising
- How to read LinkedIn advertising insights and take corrective actions

12 Total Course **HOURS**

3 DAYS (**4:00** hrs each)

DM Arts academy

DigitalMarketingArts ✉ Egypt@DigitalMarketingArts.com
🌐 www.DigitalMarketingArts.com 📱 +202 01148505855

Course Outline:

Introduction about LinkedIn:
- Starting your LinkedIn journey
- Who should and who shouldn't advertise on LinkedIn
- How to make money on LinkedIn
- How to save money by using LinkedIn advertising tools

Content for LinkedIn:
- Companies' pages management
- Profiling techniques
- How to utilize LinkedIn groups
- Tell your story on LinkedIn

LinkedIn advertising:
- Types of ads
- How to set your LinkedIn ad professionally
- Targeting and retargeting audience strategies
- Bidding and budgeting techniques
- Reporting
- Benchmarking
- Analyze performance

LinkedIn B2B:
- Social selling techniques
- How to use sales navigator
- How to reach overseas clients
- How to progress with your business on LinkedIn