

Generating Leads from LinkedIn – Course Outline

Duration: 3.0 Hours

Course Description: Are you getting the best business use from LinkedIn? This workshop will help you understand how LinkedIn can help you to market your business and gain meaningful leads to grow your business.

Who should attend? Business professionals who want to make the most of LinkedIn as a business development tool to identify and target prospective customers.

What will it cover?

● **LinkedIn in Context**

- Understanding what LinkedIn is and who uses it
- Understanding how LinkedIn has developed
- Understanding the business benefits of LinkedIn
- Identifying what can be achieved through LinkedIn marketing

● **Getting your LinkedIn positioning right**

- Building and completing an effective profile
- Attracting recommendations
- Identifying and joining the right groups

● **Building a valuable LinkedIn network**

- Targeting and identifying prospective customers using LinkedIn
- Reaching out to targets through LinkedIn
- Using groups to build your connections

● **Ongoing communication and LinkedIn performance management**

- Using messaging to reach out to your contacts
- Working with Social Media management tools to incorporate your LinkedIn marketing within your social media marketing strategy
- Measuring the effectiveness of your LinkedIn marketing