LinkedIn for Business with Pitman Training

LinkedIn for Business is a short online course to bring you up to speed with using LinkedIn in a business environment, whether as an individual, or as a company.

Course Outline

It takes you through setting up your LinkedIn profile and then guides you through how to get the most out of the platform, helping you to capitalise on the millions of contacts within arm's reach.

Aims and Objectives

A powerful online marketing platform that's growing more each day, LinkedIn can open new doors to new contacts, new information, and new opportunities. However, many people don't seize the potential. There are many 'tricks of the trade' that help you get the most out of LinkedIn and we share them with you here.

Course Content

LinkedIn for Business is a step by step guide on how to get the most out of this online platform for marketing and promotions. It starts with the basics then uncovers some great ways you can really benefit from interacting with the millions of people using it.

With LinkedIn for Business you'll see: How powerful it can be * How best practice works * How to build your network *

You'll learn how to:

- **What is LinkedIn - its history, uses and audience, the importance of keywords**

- **Joining LinkedIn – types of LinkedIn account; completing a profile, including headline, summary, experience, contact information, skills and recommendations; who to connect with; finding and engaging with contacts; using groups; publishing content on LinkedIn; LinkedIn for research and news; thought leaders**

- **Company profiles – why have one; parts of a company profile; linking company and individual profiles; LinkedIn advertising; measuring success; best practice**

After completing this course we're confident you'll have uncovered new opportunities, whether that's discovering a new job, or finding new clients, finding out what competitors are doing, or sourcing new suppliers, it's all about being connected.

LinkedIn is here to stay so you need to be comfortable using it. If you can move from being comfortable, to being confident, that's when you'll see real results.

Designed for

This course has been designed for those who wish to learn how to use LinkedIn to promote their business or personal profile.

Particularly suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, Entrepreneurs as well as those involved in PR, Event Management and Promotion.

Prerequisites

A basic knowledge of computers and use of the internet.

Duration

LinkedIn for Business has been created as a 5 hour online course, but the content is split into sections so you can take it a step at a time - learn something new, then put it into practice. Alternatively you could complete the whole course in one go and be identifying new opportunities the very next day.

Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

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