COURSE SYLLABUS

LinkedIn Marketing

Learn about how to market your business on LinkedIn. You'll develop winning strategies to promote your product/service, create winning content, and draw in customers with LinkedIn Ads.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/courses/social-media-marketing-business-linkedin



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Course Outline

Introduction to LinkedIn

- History of LinkedIn
- Overview of LinkedIn and Its Benefits
- LinkedIn Today
- LinkedIn Trend Report
- LinkedIn Search Features

Leveraging Your Personal LinkedIn Profile

- Building an All Star Profile
- Networking and Connecting with Industry Leaders
- Best practices for Using LinkedIn to Advance Your Career
- Profile Analytics

Creating a Company Page on LinkedIn

- Overview of Creating a LinkedIn Company Page
- Building and Managing a Company Page
- Best Practices for Creating an Engaging Company Page
- Company Page Analytics

Paid Advertising with LinkedIn

- Overview of LinkedIn's Advertising Platform
- Targeting Options and Creating Effective Ad Campaigns
- Measuring the Success of Your Ads and Optimizing for Results
- Best practices for Creating Engaging Ad Content