



LinkedIn Masterclass

A one day course from the 5-star rated
Marketing Training experts



LinkedIn Course

This is a one day training course for organisations looking to take advantage of the power of LinkedIn.

We will show you how to create a great presence, how to build a large but targeted following and how to engage this following. In addition, the course will cover how to use LinkedIn advertising, and how you can convert your followers into leads.

This LinkedIn course is run at our Manchester training centre plus venues in Liverpool, Leeds and Birmingham. LinkedIn training is also offered on a one to one basis and for private groups.

Suitability - Who should attend?

This training course is ideal for anyone who wants to use LinkedIn for a company or organisation.

You should have some experience of using Social Media and ideally will already have a LinkedIn profile set-up. This course can be adapted for complete beginners and also sales teams, who will be taught the concept of 'employee advocacy' and how it can work for them.

Price and Venues

Manchester: £265 + VAT

Liverpool: On request

Leeds: On request

Private courses: On request

I learnt a good amount from your approach to tutoring the courses and feel that I couldn't have asked for much more in terms of course value, it very much exceeded my already high expectations.

Owen Lewis | Cash Converters

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment



No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided



LinkedIn

COURSE OUTLINE

This Course will teach you how to get the most out of LinkedIn.

LinkedIn And How It Can Work For You

- How LinkedIn works
- Latest trends and developments

Dos and Don'ts

- LinkedIn etiquette
- Use of LinkedIn data

Building A Strategy For Lead Generation

- Creating objectives
- Developing a strategy
- Developing your LinkedIn voice and identity.
- How to generate leads

A very personalised service with no question left unanswered. I would highly recommend the courses at M Training.

Imogen Clyde-Smith | Australian Wines

Optimising Your Profile

- Creating a “knockout” profile
- The power of recommendations
- Making the most of LinkedIn’s features

Company Pages

- Setting-up a page
- How to use it effectively
- Building awareness and trust

Using The Search Function

- How to use the search function
- Generating leads from search

Creating Great Content For LinkedIn

- Understanding your target audience
- Creating ideas for content
- How to write engaging content
- Great examples

LinkedIn Advertising

- Advertising options
- Developing a strategy
- Getting the best possible return on investment
- Great examples

Measurement and Management

- How to get the most out of LinkedIn, in the least possible time
- Measuring your success

To book please see next page

We all found the session incredibly useful and have been implementing some of the actions based on our learnings.

Michael Ashcroft | Nestle Health Science





How to book

To reserve your place on the LinkedIn course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

I attended several courses which were all very informative, well-structured and delivered to a high standard. All questions I had during the day were answered. I left with increased knowledge and feeling confident about the specific areas.

Matthew Mycock | Haywater Healthcare

