



# LinkedIn Course

A 5 Star Rated course from the  
Marketing experts





## LinkedIn Course

On this one day LinkedIn Course you will find out how you can use LinkedIn to help you achieve your personal and business objectives. You will discover how to create the ideal personal and business page and learn about the range of features and advertising options available to you.

### Introduction

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.

### Who would benefit from this course?

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.

### Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

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

Michael Ashcroft | Nestle Health Science

### Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and from £550 for a private online course. Please email or call us with your preferred venue, number of delegates and any requests.





# 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

### 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

Google

5.0 ★★★★★

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

For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.





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### Why Choose M Training's Essentials of LinkedIn Training Course

- Run by a Social Media expert who runs social media campaigns for many companies, agencies and organisations
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester, Leeds, Liverpool and Online.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

### Private and One-to-One Courses

One-to-one and private group courses are available from £550 for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

### How to book

To book your private 1 Day LinkedIn course send us an email or give us a call.

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

A very personalised service with no question left unanswered.

I would highly recommend the courses at M Training.

Imogen Clyde-Smith |  
Australian Wines