

# 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 in NYC and onsite training is available for this course. For more information, email [contact@nyimtraining.com](mailto:contact@nyimtraining.com) or visit: <https://training-nyc.com/courses/social-media-marketing-business>



[contact@nyimtraining.com](mailto:contact@nyimtraining.com) • [\(212\) 658-1918](tel:2126581918)

## 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