

Use LinkedIn to Build Your Business

Why LinkedIn?

Social media is fast becoming a method of marketing your business over the internet. You will set up your LinkedIn personal and company profiles - aiming for 100% completion and import and invite contacts. In real time, you talk to a tutor who will tell you what the buttons do and which buttons to press. You will be given suggestions of ways you could use LinkedIn to market your business and watch what your customers and competitors are doing. You and your tutor will discuss which LinkedIn groups you should join and how to build your profile within the groups. You will explore the functionality of questions and answers and discover how to raise your profile by becoming a LinkedIn 'expert'. You will explore how to search for competitors and prospective clients and how to make connections where appropriate.

What Happens?

The package consists of a series of 2 one - to - one hour long sessions with your trainer. Your sessions will take place over 2 - 4 weeks to give you the chance to consolidate what you have learnt and prepare questions for the next session. You will together discuss your business by phone, consider the LinkedIn options available and select the best ones for your business. Using a virtual classroom, you can share your screen with your trainer. Your trainer will help you import contacts into your computer, join groups, answer questions, search for people and companies. 'How To' guides to back up the training will be sent to you.

Up to 1 hour of ad hoc support will be available for 2 months following the final session.

Cost?

The cost of the package is £140 including a headset.

Interested?

To book your package, please contact

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