# LinkedIn for Business

**Course Description**

The course covers the key aspects and business benefits of Linkedin - the world's most popular professional social networking platform.

Linkedin focuses on business connections and growth and has over 810 million members around the world, spanning 200 countries and territories.

This course shows how to join Linkedin as an individual, a company or an organisation - and the essential steps needed to set up an account, write and optimise an individual Linkedin Profile using keywords, and produce an impressive Company Page.

You'll see how people, at whatever stage in their career, can use Linkedin to search and apply for job opportunities, expand their networks and widen their professional reach.

We'll show you the right way to post Status Updates, receive Notifications, join groups and promote your Profile using endorsements and testimonials.

There's important information on Linkedin Advertising, including creating and targeting Sponsored Content, Sponsored Messaging, and Text Ads.

As a business, you'll discover how Linkedin is a highly effective tool for recruitment and researching competitors.

You'll see how to use Linkedin for lead generation and brand awareness - and improve internal team collaboration through Linkedin direct messaging.

Finally, we'll highlight how to measure your business success on Linkedin using Profile, Activity and People metrics.

**Learning Objectives**

By the end of this course you will be able to:

- Set up and use both personal and business profiles on LinkedIn.
- Build and get the most out of a network of contacts.
- Use LinkedIn for Research and recruitment.
- Measure your business reach and success using LinkedIn's reporting tools.

**Target Audience**

This course is aimed at anyone who is involved in promoting and marketing their business online. It provides insight into how LinkedIn can be used to promote the company as well as the individuals that work within it.

**Advantages**

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

**Further Progression**

This course compliments our Social Media Marketing course and takes a deeper look at the LinkedIn Platform.

| Course | Module Number | Module Name | Pass % Required |
|---|---|---|---|
| LinkedIn for Business | 1 | Introduction | 70 |
| LinkedIn for Business | 2 | Creating your Individual LinkedIn Profile | 70 |
| LinkedIn for Business | 3 | Using LinkedIn as an Individual | 70 |
| LinkedIn for Business | 4 | LinkedIn for Business | 70 |
| LinkedIn for Business | 5 | Measuring Success on LinkedIn | 70 |

**Recommended System Requirements**
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

**Duration:** 40 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).