



# LinkedIn Marketing & Social Selling 2026



Optimizing your "Digital  
Storefront" and the 2026  
Algorithm



# Day 1: The Personal Brand & Ecosystem Strategy

## Module 1: The 2026 LinkedIn Growth Equation

- The "People-First" Shift: Why personal profiles now reach 5x more people than company pages in 2026.
- Understanding the SSI (Social Selling Index): How LinkedIn scores your "Expertise" and how to boost your visibility.
- The Networked Ecosystem: Syncing your Personal IP, Company Page, and Employee Advocacy for maximum authority.

## Module 2: High-Performance Profile Architecture

- Beyond the Resume: Turning your profile into a Landing Page.
- The 3-Second Hook: Crafting a headline that triggers "Curiosity" rather than just a job title.
- Featured Section Strategy: Using the "Featured" area for lead magnets, case studies, and e-Invoicing compliance certificates.
- Activity: A "Hot Seat" profile audit for all 4 participants.

## Module 3: The 4E Content Framework

- Educate, Engage, Empower, Evidence: Designing a content pillar strategy that builds trust.
- The 2026 Algorithm Secrets: Why "dwell time" and "reposts with thoughts" are the new currency.
- Formatting for Mobile: Mastering whitespace, bold hooks, and line breaks for the scannable feed.





# Day 2: Advanced Sales & Paid Distribution



## Module 4: Social Selling & AI Outreach

- Sales Navigator Mastery: Using AI-powered "Buyer Groups" to identify the right decision-makers in 2026.
- The "Value-First" Connection: Moving away from "Pitch-Slapping" to a consultative outreach sequence.
- AI Message Assist: Using Generative AI to personalize InMails without losing the human touch.

## Module 5: LinkedIn Ads (Performance Marketing)

- Organic vs. Paid: When to "rent" reach versus when to "own" it.
- Campaign Manager Setup: Building Thought Leader Ads (promoting a personal post) vs. standard Single Image Ads.
- Precision Targeting: Targeting by Company Size, Job Seniority, and Intent Signals.

## Module 6: Employee Advocacy & Social Listening

- Turning Teams into Micro-Influencers: How to manage a company-wide sharing strategy (Employee Advocacy).
- Social Listening: Tracking keywords and industry trends to join viral conversations early.
- Analytics & ROI: Moving beyond "Likes" to track Account-Level Engagement and actual Sales Pipeline impact.

# Learning Outcomes

- **B2B Dominance:** LinkedIn is now the #1 platform for B2B decision-making in Malaysia, especially for E-Invoicing and ESG consultancy.
- **AI Integrated:** We teach how to use AI for research and drafting without sounding like a "robot."
- **Personalized Coaching:** With only 4 people, manually check the "Social Selling Index" of each student and give a specific "Prescription for Growth."

## Investment:

**Individual**

RM2,899

**Early Bird**

RM2,200

**BUNDLE  
(MIN.3 PAX)**

RM1,988



# CONTACT US



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