



## Course Content

- Introduction to LinkedIn
- How to use LinkedIn as a Marketing Platform
- Changes to LinkedIn
- Your Personal & Public Profile
- Setting up Your Profile
- Completing Your Profile
- The Home Screen
- How to Add & Optimize Articles for LinkedIn
- Your Network
- The Job Section
- Messaging & Notifications
- New Advanced Features of LinkedIn
- How to use Groups
- How to Carry our Searches
- Example of a Good & Bad InMail
- LinkedIn Requirements for a Company Page
- Setting up Your Company Profile
- Example of a Great Company Profile
- Your LinkedIn Business Strategy
- Your LinkedIn Business Strategy Part 2
- Showcase Pages
- LinkedIn – Extra Tips