

LinkedIn Sales and Marketing

Learn How to Leverage the World's Largest
Professional Network for Your Business





Course Description



LinkedIn is the home to 630 million business professionals. Almost 101 million are decision makers in top brands and 66% of Singaporeans are on LinkedIn.

This is where most fortune 500 executives actively look for valuable content for professional & corporate development. If your target audience is in the B2B space, LinkedIn is where your greatest opportunities lie. Also, many marketing professionals do not possess relevant skills for LinkedIn marketing. This gives you a career advantage over others.

This intensive 2-day LinkedIn Marketing Training Course covers the latest LinkedIn Marketing strategies, frameworks and concepts. You will learn how to leverage the world's biggest professional network for your existing business.

To reinforce the concepts, you will be participating in a blend of live exercises, group discussions, role-playing, Q&A sessions and other interactive activities.

You will be provided with a LinkedIn campaign manager demo account during the practical sessions on advertising. Participants may also work on their own campaign managers. We encourage participants to have a LinkedIn profile before attending (optional).

By the end of the course, you will take away actionable strategies that will enable you to integrate LinkedIn to your marketing campaigns.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



S\$640.92 (incl. 9% GST)

Target Audience

- Marketing Executives
- Sales and Business Development Executives
- C-Level Executives



Course Highlights

In this 2-Day LinkedIn Sales and Marketing course, trainees will learn:

- Gain a thorough understanding of LinkedIn's ecosystem, including user demographics and behaviours.
- Learn best practices for optimising individual and company LinkedIn profiles to enhance visibility and engagement.
- Develop and implement a strategic content marketing plan tailored for LinkedIn.
- Utilise LinkedIn analytics to track performance, interpret key metrics, and make data-driven decisions.
- Execute structured and effective networking strategies to build and engage your professional network on LinkedIn.
- Leverage advanced LinkedIn tools like Sales Navigator for efficient lead generation and management.
- Craft impactful and personalised outreach messages and manage strategic follow-ups to maximise engagement.
- Develop, manage, and optimise LinkedIn ad campaigns to achieve specific marketing objectives and improve ROI.

Course Objectives

By the end of the class, trainees will be able to:

- Assess the need for LinkedIn and select the right LinkedIn solutions for your business
- Perform a complete B2B account plan and strategy
- Understand the skills and techniques for social selling
- Create a LinkedIn profile that attracts your target audience
- Develop a value proposition that your B2B prospects will respond to
- Design a Sales cadence that gets higher response rates
- Create a company page that stands-out
- Launch an advertising campaign on LinkedIn
- Understand all targeting and ad inventory options on LinkedIn
- Design a content marketing plan to build your authority, credibility and trust on LinkedIn

Certification

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



Course Outlines

Understanding LinkedIn's Ecosystem

- Overview of LinkedIn's Demographics and User Behaviours
- Assess How LinkedIn's Ecosystem Can Be Leveraged for the Organization's goals and reaching relevant decision makers

LinkedIn Profile Best Practices

- Optimising Individual User Profiles
- Optimising Company Page Profiles
- Trends in Media Usage on LinkedIn

Using LinkedIn Analytics to Improve Performance

- Introduction to LinkedIn Analytics
- Analysing Profile Performance Metrics
- Analysing Company Page Performance Metrics
- Organising Competitor Research on LinkedIn

Developing a Content Strategy on LinkedIn

- Key components of a successful LinkedIn content strategy
- Real-world examples and case studies of effective LinkedIn content strategies
- Frameworks and templates for planning and executing your LinkedIn content strategy

Course Outlines

Create Engaging Content on LinkedIn

- Engaging Format and content styles for LinkedIn
- Create impactful documents, images, and videos specifically for LinkedIn

Execute Impactful LinkedIn Networking Strategies

- Proven strategies for identifying and engaging with potential customers/clients on LinkedIn
- Best practices for sending connection requests and following up effectively
- Interactive exercises to practise online networking techniques on LinkedIn

Engaging with Your Network

- Crafting Impactful Outreach Messages
- Managing Responses and Create Follow-Up Plans
- Identify the needs and interests of your target audience to tailor outreach messages effectively

Introduction to LinkedIn Sales Navigator

- Overview of Sales Navigator Features
- Using Sales Navigator to Identify Leads

Course Outlines

Advanced Filter and Search Techniques with Sales Navigator

- Utilising Advanced Search Techniques
- Optimising Search Results with Filters

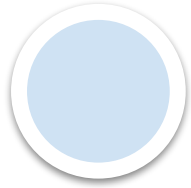
Overview of LinkedIn Advertising

- Introduction to LinkedIn Advertising Options
- Setting Up Effective LinkedIn Ad Campaigns

Creating and Managing Ad Campaigns on LinkedIn

- Optimising Ad Campaign Performance
- Analysing and Interpreting Ad Campaign Data





Trainer Bio

Shaun Lee



Shaun is a highly skilled and engaging trainer with over 11+ years of experience in digital marketing and business development. He is an expert in various digital marketing strategies, including performance marketing, web analytics, social media marketing, SEO, and paid search. He brings real-world experience from working for top brands like Bytedance, Amazon, LinkedIn, and Vision Critical, enabling him to provide practical insights and actionable strategies.



Why Learn with Equinet?



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, and guides. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Trainee Testimonials



“I learnt a lot from this course and the knowledge the trainer shared were very much applicable to my job. I appreciated that Jonathan was able to contextualize his examples and took the time to explain theories/concepts so that we would have a better understanding of how to apply them.”

Ilyia Nurliyana, *SME Centre@SCCCI*



“This course has been helpful in deep diving into the entire journey on LinkedIn, such as creating a profile (individual/company), understanding the buyer’s journey, creating purposeful content to drive our objectives, setting up our ad campaigns and many more.”

Chiew Ling, *Hyphens Pharma*



“The LinkedIn course was very insightful, organised, and a good investment. As an instructor, Jonathan held us well and I appreciate his ‘down to earth’ personality. He created a peer-learning atmosphere and had extensive experience in the subject matter.”

Eslinda Hamzah

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and a tripod for your smartphone and have Zoom installed prior to class.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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