Equinet Academy

LinkedIn Sales and Marketing Course

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

In-Person or Online-Based Classroom

Duration: 16 Hours (2 days)

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

You're in Good Company

Companies who've sent their teams for upskilling

Microsoft · new balance · SONY · IKEA · DHL · FUJI xerox

Our Graduates Work For Companies Like

Apple · ByteDance · Canon · CISCO · citibank · Shell

Course Fees & Fundings

Course Fee: S$990.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S$386.10** (inclusive of 9% GST)
after 70% SSG Subsidies

Up to 70% SkillsFuture Funding*

SkillsFuture Credit, PSEA, UTAP Claimable

www.equinetacademy.com

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Course Overview

LinkedIn is the home to 1 billion business professionals. Almost 130 million are key business decision makers such as VPs, directors, business owners, managers, CXOs. 70% of Singapore's population 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 create a LinkedIn campaign manager and business manager account during the course. 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 into your marketing campaigns.

Target Audience

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

Prerequisite

Basic computer knowledge. Participants are encouraged to bring their own laptops. Each participant can be provided a Windows laptop for the duration of the course if they don't have a laptop of their own.

Participants should also set up a LinkedIn account before the class.

Course Highlights

In this course, you 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.
- Utilising LinkedIn's latest ad features—such as business managers, audience targeting, conversation ads, and dynamic retargeting
- Leverage advanced LinkedIn tools like Sales Navigator for efficient lead generation and management.
- Develop, manage, and optimise LinkedIn ad campaigns to achieve specific marketing objectives and improve ROI.

Course Objectives

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

- Research the demographics and behaviours of LinkedIn users to identify how they align with business objectives
- Set up and optimise LinkedIn individual user and company page profiles
- Leverage LinkedIn analytics to gain insights and improve profile performance
- Develop an effective content marketing strategy for LinkedIn
- Create engaging content for LinkedIn to drive engagement and visibility
- Develop effective networking strategies to build a network on LinkedIn
- Create impactful outreach messages to generate responses from prospects
- Explain the features and benefits of LinkedIn Sales Navigator
- Create LinkedIn ad campaigns according to marketing objectives
- Optimise LinkedIn ads for better performance and ROI

Course Outline

Understanding LinkedIn's Ecosystem

Instructional Methods: Lecture, Group Discussion, Case Study

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

LinkedIn Profile Best Practices

Instructional Methods: Lecture, Group Discussion, Case Study

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

Using LinkedIn Analytics to Improve Performance

Instructional Methods: Lecture, Demonstration and Modelling

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

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Developing a Content Strategy on LinkedIn

Instructional Methods: Lecture, Class Discussion, Hands-On Activity

- 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

Create Engaging Content on LinkedIn

Instructional Methods: Lecture, Class Discussion, Hands-On Activity

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

LinkedIn Company Page Best Practices

Instructional Methods: Lecture, Class Discussion, Hands-On Activity

- Optimising LinkedIn company page with the latest features such as products, newsletters, content discovery, and analytics.
- Best practices for posting and managing content on LinkedIn Company Page
- Build followers and engagements on LinkedIn company page

Engaging with Your Network

Instructional Methods: Lecture, Group Discussion, Hands-On Activity

- 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

Instructional Methods: Lecture, Demonstration and Modelling, Case Study, Hands-On Activity

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

Overview of LinkedIn Advertising

Instructional Methods: Lecture, Case Study, Hands-On Activity

- Introduction to LinkedIn Advertising
- Setting Up Effective LinkedIn Ad Campaigns
- Understanding admin access for business manager and campaign manager

Creating and Managing Ad Campaigns on LinkedIn

Instructional Methods: Lecture, Group Discussion, Case Study, Hands-On Activity

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

This course is part of the Certified Social Media Marketing Specialist (CSMMS) Programme.

Trainer Profile

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.

Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Integrated Marketing under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ inkedIn Sales and Marketing course assessment and achieved at least 75% attendance.

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Integrated Marketing

Course Code: TGS-2024052178
Course Support Period: 31 Dec 2024 – 30 Dec 2026

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WSQ LINKEDIN SALES AND MARKETING COURSE

CERTIFICATE OF COMPLETION

This certificate is awarded to

YOUR NAME

for successfully completing the WSQ Linkedin Sales And Marketing Course
(aligned to the Skills Framework Media Platforms Management)

31 Jan 2025

Date

Dylan Sun
Training Director

Why
Learn With Us

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ).** You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- ☑ Industry-recognised WSQ Statement of Attainments
- ☑ Real world hands-on projects
- ☑ Comprehensive, up-to-date curriculum and courseware
- ☑ Post-course coaching and mentorship
- ☑ Career support services and job opportunities
- ☑ Be part of an insider community with over 1000+ members

4.9/5
Google Reviews

98.82%
Are more confident in applying the concepts learnt

4/5
Quality Rating on Qualtrics*

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.
>
> **Iylia 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 are required to be able to perform basic tasks on social media platforms, i.e. TikTok, such as navigating profile pages and posting social media content, 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 and a mobile phone with a decent camera for video shooting practice. 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.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes

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 Equinet Academy 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.

Still have unanswered questions? Check out the FAQs page or submit an enquiry.

Related Courses

Certified Social Media Marketing Specialist (CSMMS)

Facebook & Instagram Marketing

TikTok Marketing

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Sign up for **LinkedIn Sales and Marketing** with up to **70%** Subsidy

Reserve your seat here today.

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www.equinetacademy.com

For More Information
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