



# I'm on LinkedIn But...

## Overview

Transform LinkedIn from a sophisticated address book into an effective new business generator. If you have tried LinkedIn or if you are already on it but haven't seen any opportunities arise from being on it, then this course is for you as it aims to show you how to get the most from it.

## Target Audience

This ½ day course is for business decision makers who need to understand the essentials of LinkedIn as a productive business networking tool.

## Pre-requisites

I'm on LinkedIn, But... training assumes the delegate has attended the Introduction to Social Media for Business ½ day Course or has equivalent knowledge.

## Objectives

At the completion of I'm on LinkedIn But... training you should be able to:

- Set a clear objective and strategy for using LinkedIn in your new business development
- Grow your network by using our 7 point plan for maximum reach
- Build your profile to establish you and your company as an authority in your field
- Plan your time to get the maximum results from LinkedIn for the minimum effort
- Connect your web site, blog, Outlook signature and much more into LinkedIn
- Generate new business by learning the 3 best ways to maximise your impact
- Integrate your offline networking into your online LinkedIn network
- Use everything available on LinkedIn for maximum credibility, exposure and market reach
- Describe what and what not to do on LinkedIn and provide examples.

**Course Duration is ½ a day**

**Course Code: SM02**

*learning excellence, positive engagement...*