COURSE SYLLABUS

LinkedIn Marketing Bootcamp (Self-Paced)

Learn how to market your business on LinkedIn by optimizing your profile, using search features, and implementing paid advertising. This workshop covers the benefits of LinkedIn, how to leverage a personal profile, creating a company page, and measuring marketing success.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/linkedin-marketing-online



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Course Outline

Introduction to LinkedIn

- History of LinkedIn
- Overview of LinkedIn and Its Benefits
- LinkedIn Today
- LinkedIn Trend Report
- LinkedIn Search Features

Leveraging Your Personal LinkedIn Profile

- Building an All Star Profile
- Networking and Connecting with Industry Leaders
- Best practices for Using LinkedIn to Advance Your Career
- Profile Analytics

Creating a Company Page on LinkedIn

- Overview of Creating a LinkedIn Company Page
- Building and Managing a Company Page
- Best Practices for Creating an Engaging Company Page
- Company Page Analytics

Paid Advertising with LinkedIn

- Overview of LinkedIn's Advertising Platform
- Targeting Options and Creating Effective Ad Campaigns
- Measuring the Success of Your Ads and Optimizing for Results
- Best practices for Creating Engaging Ad Content