MODULE 1 (WEEK 1)
LESSON 1 - Getting Started
- LinkedIn Stats and Data
- Benefits of Having a LinkedIn Profile
- Brands on LinkedIn
- Program Structure
- Weekly Action Items
- What LinkedIn Wants
- SMART Goals

LESSON 2 - Creating The Perfect Profile
- Picking the Right Profile Picture
- LinkedIn Headline Section
- Optimizing the Summary Section
- LinkedIn Experience Section
- LinkedIn Education Section
- Volunteer Section
- Skills & Endorsements
- Recommendation Section
- Growing Your Network
- Finding People You May know

LESSON 3 - B2B VS B2C
- B2B VS B2C
- B2B Sales Process
- Closing B2B Leads
- Finding B2B Leads
- Using Data

MODULE 2 (WEEK 2)
LESSON 1 - How to Use LinkedIn For Deals & Sales
- Sales Navigator
- Strategic Alliances on LinkedIn
- Types of Alliances
- Major Benefits of a Strategic Alliance
- Strategic Objectives
- Finding the Correct Partner
- From Theory to Application
- Business Summary

LESSON 2 - Marketing on LinkedIn
- Finding your Target Audience
- How to Post Relevant & Engaging Content
- LinkedIn’s Advanced Search Feature
- Joining Groups
- LinkedIn Ads
- Sponsored Content
- Sponsored Messaging
- Text & Dynamic Ads

LESSON 3 - Summary
- Understanding Your Metrics
- Optimizing Profile & Pages
- Using LinkedIn To Its Full Potential
- How To Get to the Next Level