

## **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
- ❖ Winning Ads
- ❖ 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