

# LinkedIn Training

*Different ByDesign*



## WHAT IS IT?

LinkedIn isn't just a professional networking site. It's become a key tool to build your brand and support your business strategy. At ByDesign Digital, our LinkedIn training helps educate and empower senior executives on how to add LinkedIn to their business strategy using theory, tips and practical tasks.

## WHAT IT COVERS

- Discover how to use LinkedIn in your business strategy
- Learn how your LinkedIn profile benefits your business
- Create a LinkedIn profile that stands out
- Establish and grow an audience that matters
- Learn how to grab your audience's attention, and keep them engaged
- How to add real value to your audience – and break through the clutter – with fresh, original content
- How to get insights about your audience, and learn what's relevant to them
- Gain new insights and knowledge into paid media

During the session, attendees will map out a personal LinkedIn Blueprint to help them identify how they would like to represent themselves on the LinkedIn network, and create a personal strategy that supports their business goals. This includes elements like how to build brand awareness, generate leads and connect and engage with an audience that matters.

Training workshops can accommodate individuals or groups of up to five participants.

The workshop is facilitated by the ByDesign Digital team, who have worked extensively with some of South Africa's best-loved brands.